PRIL 29, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

ATTENTION *advertisers, agencymen, timebuyers—all businessmen —who are, or should be, using radio in New York today.*

WOR can now make a statement that cannot be made by any other station in New York . . .

WOR is the New York station tuned to longest in the most homes during the daytime (6:00 am to 6:00 pm) in a 4-state, 78-county area including metropolitan New York*

** based on the Nielsen Radio Index—New York Area—Oct.-Nov., 1945*

MUTUAL

rural pupil writes--

"our school listens every day"

School Time's solid following is built on solid service

COMMENTS LIKE THESE make WLS glad that we have consistently checked the teachers' wishes and scheduled School Time *at their suggestion* for the past 10 years.

"OUR SCHOOL LISTENS EVERY DAY" we hear often. Other excerpts from recent School Time mail include—"Magic Harp and Visiting Day are our favorites"—"*you are to be congratulated on your efforts with School Time*"—"would appreciate receiving a copy of today's broadcast."

"WLS HAS PIONEERED in adapting radio to the elementary classroom"—"*eager for you to visit our school*"—"a pleasant relief from so many soap-box operas."

PUPILS, PARENTS, TEACHERS are alike appreciative, judging from these letters that come from tiny-one-room and big consolidated schools from Maroa, Illinois; from Benton Harbor, Michigan; from Chicago and Oak Park and Kiel, Wisconsin, and all around our four-state area.

THEY'RE TYPICAL OF THE MAIL WLS School Time receives, and naturally, WLS is pleased that it can serve so many pupils in so many schools, so well. Like Morning Devotions, Dinner Bell Time, WLS National Barn Dance, and News, School Time is part of a thorough-going program aimed at *complete* broadcast service to the *family group* in Midwest America.

22 years of broadcasting SERVICE

A Clear Channel Station

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with **KOY** Phoenix, and the ARIZONA NETWORK — **KOY** Phoenix **KTUC** Tucson **KSUN** Bisbee-Lowell-Douglas

A hit with the "88"

We aren't talking about the "88" which people outside radio know as a piano. We mean the 88% of Philadelphia listeners who *know* WPEN.

Recently listeners were asked to name Philadelphia stations. Far more knew WPEN than any other independent in the city—and one network outlet.

That's a convincing tribute to WPEN's alert and timely programming. Like *The Evening Bulletin,* the largest evening newspaper in America, which owns and operates the station, WPEN has studied Philadelphia's tastes—and builds shows that please them. In America's third largest market, it pays to use WPEN—the station Philadelphians know *and like.*

950

WPEN

258

WPEN-FM

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHAT'S happened to United States Network venture? It isn't dead, says Bernard B. Smith, New York attorney and incorporator [BROADCASTING, March 25], who left for England Friday without announcement of personnel or plans, promised weeks ago. Details still incomplete, said Mr. Smith, but should be cleared up during fortnight of his absence. Original plan for $1,000,000 capitalization now increased to $3,000,000, IF (and it's large one) project gets under way. Capital would be advanced largely from sources not unfamiliar to broadcasters.

THAT reappointment of Paul A. Walker for another seven-year FCC term is all but nailed down seen following visit to White House by Gov. Kerr of Oklahoma in his fellow Oklahoman's behalf. Gov. Kerr, keynoter at last Democratic Convention, himself is interested in application for new high power station in Oklahoma [BROADCASTING, Nov. 5, 1945].

STATE DEPT. has ready proposed legislation governing future shortwave operations, but because of July adjournment, Congress may not act this session. Government programming operation of shortwave ends June 30, unless 79th Congress authorizes continuance. Meanwhile State Dept. attempting to continue status quo on "gentlemen's agreement" basis with licensees. Best bet is that come July 1 Government programs all but World Wide stations in Boston, which have held out. License renewal proceeding may figure in World Wide.

THAT Mayflower case, banning editorializing by stations over their own microphones, may be reappraised any time by FCC. NAB President Miller regards this hoary opinion as iniquitous, and at least one member of FCC already has pricked up his ears, evidently feeling it's bad law and worse regulation.

SURE SIGN that clear channel issue is before FCC: Ed Craney, militant Montana-Washington-Oregon broadcaster (KGIR, Z-Bar Network, KFPY KXL) is in Washington and presumably intends to remain until clear channel sessions are over. He's one of prime movers of regional station committee plumping for duplication on all clears and opposed to power above 50,000 w.

MAJOR General Royal B. Lord, who distinguished himself overseas as ETO deployment chief, is now chairman of board and stockholder of Radio Electronics Institutes of America, which is establishing radio training schools in New York, Chicago and Los Angeles. Another recruit as stockholder and technical faculty adviser is Lt. Col. John H. DeWitt, ex-WSM chief engineer, who "shot the moon" by radar. Col. R. L. Duncan, former president of RCA Institutes, is president. Stockholders include Col. Ed Kirby, radio public relations expert, and Herb Hollister, president of KANS Wichita, and head of Hollister Crystal Co.

UPCOMING, for scheduled mid-June release,

(*Continued on page 106*)

Upcoming

April 29-30: NAB 5th District Meeting, San Carlos Hotel, Pensacola, Fla.

April 30-May 1: City College of New York Conference on Radio and Business, Hotel McAlpin, New York.

May 2-4: Joint Meeting of International Scientific Radio Union and IRE, Interior Dept. (2-3), George Washington U. (4), Washington.

May 3-6: Institute for Education by Radio, Deshler-Wallick and Neil House, Columbus, Ohio.

May 9: Diathermy Engineering Conference, FCC Hqtrs., Washington.

May 9-10: NAB Research Committee, Statler Hotel, Washington.

(FCC Hearings Schedule page 99.)

Bulletins

WALTER S. FISCHER, 64, president of Carl Fischer Inc., New York, one of largest and oldest music publishing houses, died Friday of a heart attack. Mr. Fischer was on the board of directors of Music Publishers Protective Assn. for many years and from 1924 until time of his death was a director of ASCAP.

NBC Friday confirmed the report it has refused to permit F. W. Fitch Co. to carry out its announced intention to use Dick Powell's *Rogues Gallery* program as a summer replacement for *Cass Daly Show* on NBC while continuing same program on Mutual. Act is a reversal of previous NBC policy.

Business Briefly

PEARSON NAMED ● John W. Pearson & Co., Chicago, named representative for KPRO Riverside, KROP Brawley and KREO Indio (CP), all in California, by W. L. Gleeson, president of Broadcasting Corp. of America, Riverside.

HOLLAND BULB SPOTS ● Associated Bulb Growers of Holland appoints Foote, Cone & Belding, New York, to handle advertising in U. S. Spot campaign to start in October.

CANADIANS APPOINT ● Donald Cooke Inc., New York, effective May 1 appointed representative, CKGB Timmins, CJKL Kirkland Lake, CHEX Peterborough, CFCH North Bay, CKWS Kingston, all in Ontario.

ICE CREAM SPOTS ● HOMIX Products, Inc., New York (ice cream mix), contingent upon supplies of butterfat, in mid-May starts test spot campaign in Houston, Beaumont, Chattanooga and Macon. Agency, Roy S. Durstine Inc., New York.

DAIRY DISCS ● Foremost Farms Inc., Jacksonville, Fla. (dairy products) May 10 for 26 weeks starts weekly transcribed half-hour show on 13 Southeastern stations. Agency, Newman, Lynde and Assoc., Jacksonville.

SUMMER REPLACEMENT ● Philco Products Inc., Philadelphia, May 6 for summer season starts *Stairway to the Stars*, replacing *Radio Hall of Fame*, ABC, Sunday, 6-6:30 p.m., Paul Whiteman and orchestra with Martha Tilton, vocalist, continue as stars. Agency, Hutchins Advertising Inc., Philadelphia.

SCHICK POSTPONES ● EVERSHARP Inc., Chicago (Schick razors), originally scheduled to start half-hour program April 29 on CBS, Mondays, 10:30-11 p.m., postponed starting date until May 13 due to program difficulties. Agency, Biow Co., New York.

FCC Grants Point-to-Point Program Tests

EXPERIMENTS looking toward point-to-point transmission of broadcasts were authorized Friday by FCC, with petition of Press Wireless [BROADCASTING, April 8, 15] granted in modified form. PW and FCC engineers will confer Tuesday to map plans for ambitious tests, which will blanket country for 10-day or two-week period.

FCC authorized PW to conduct tests on noncommercial experimental basis only, using regular facilities, under these conditions: (1) tests on engineering basis only, FCC to prescribe details; (2) authority limited to retransmission of programs originating at Hicksville, N. Y., by station near Los Angeles; (3) no broadcast stations may retransmit programs used in test; (4) no charge to be made for service.

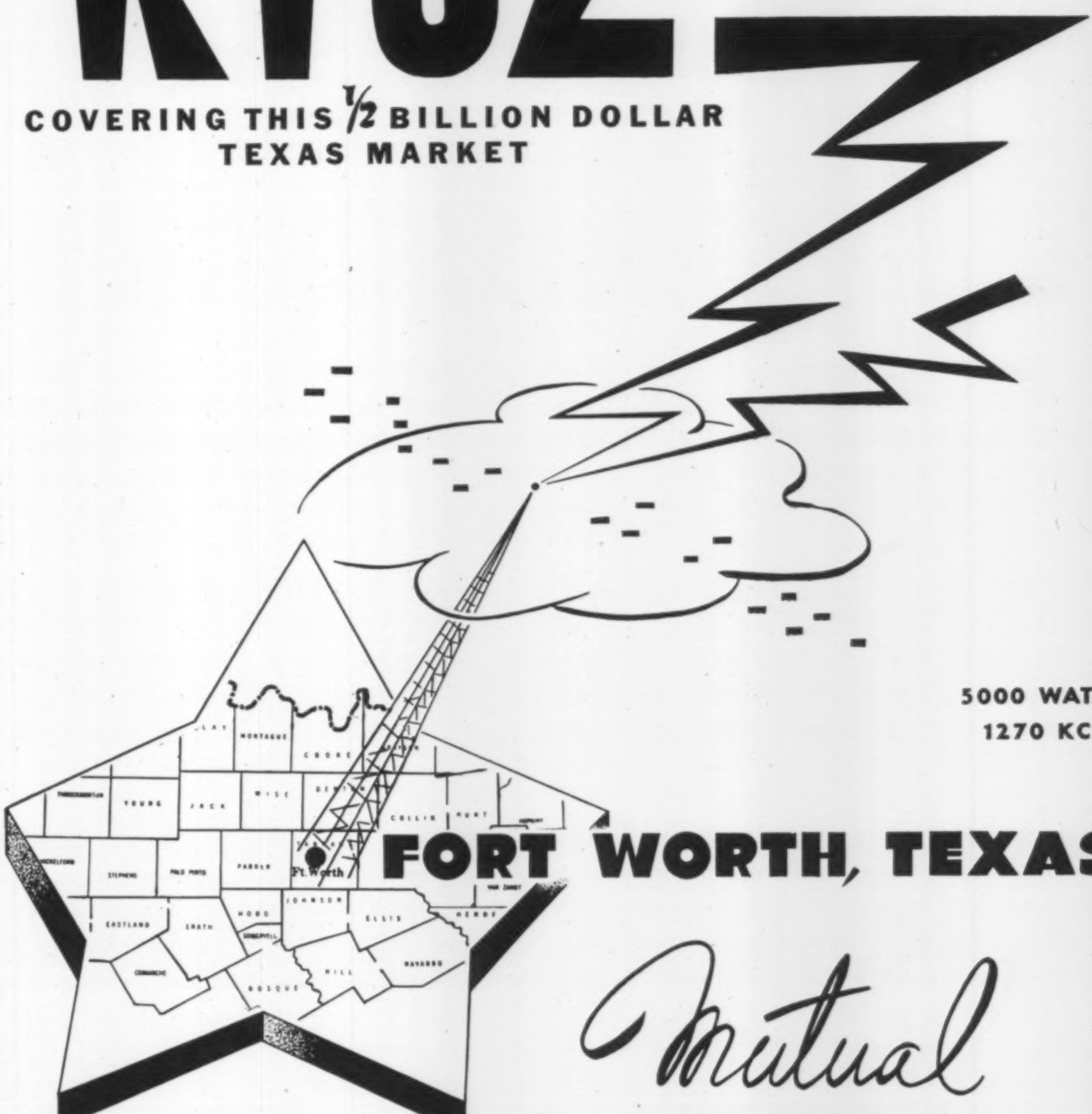
Temporary authorization for two months gives PW permission to transmit programs from New York and Los Angeles to Maine, Eastern Massachusetts, Washington, D. C.; Central North Carolina, Georgia, Southern Florida, Alabama, Southern Texas, Arizona, Southern California, Northern California, Oregon, Idaho, Montana, Wyoming, Nebraska, Oklahoma, Southern Lake Michigan area, Southern West Virginia, Western Pennsylvania, Ohio, Southeastern Pennsylvania and Eastern New York. Stations in these areas will be asked to make observations and report to Commission. FCC monitoring stations also will check.

FCC specified that test transmissions will consist of 15-minute programs "approximately 5 minutes of music and 10 minutes of spoken material." Certain transmissions must be by moduplex, whereby A3 emissions (broadcasting) are transmitted simultaneously with frequency-shift telegraph emissions.

PW had requested permission to feed programs from United Nations Security Council, Hunter College, N. Y., to certain commercial stations without cost for rebroadcast, but FCC denied that. Earlier Commission denied PW application to use its facilities for transmitting programs from UNSC to stations wanting service [BROADCASTING, March 25].

KFJZ

COVERING THIS 1/2 BILLION DOLLAR TEXAS MARKET


CLAY
MONTAGUE
COOKE
THROCKMORTON
YOUNG
JACK
WISE
DENTON
COLLIN
HUNT
ROCKWALL
SHACKELFORD
STEPHENS
PALO PINTO
PARKER
Ft. Worth
VAN ZANDT
JOHNSON
EASTLAND
ERATH
HOOD
ELLIS
SOMERVELL
HENDE
COMANCHE
NAVARRO
HILL
BOSQUE

5000 WATTS
1270 KC.

FORT WORTH, TEXAS

Mutual
NETWORK
Affiliate

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO
ATLANTA • SAN FRANCISCO • HOLLYWOOD

● **KEY STATION OF TEXAS STATE NETWORK**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

OOPS!

. . . we made a mistake

The reason we run these ads in BROADCASTING is to tell our market and audience story to people in the national field who are interested in selling the big Omaha, Council Bluffs market area. We are proud of our coverage and even prouder of the big gains we have made in the daytime audience as measured by C. E. Hooper, Inc. In the morning we jumped from 27.1 in September-October, 1945, to 50.3 in January-February, 1946. In the afternoon we zoomed from 19.9 in September-October, 1945, to 32.0 in January-February, 1946.

In January we received a Hooper report which, according to Mr. Hooper, was mis-labeled. This January report was labeled Omaha-Council Bluffs and gave KOIL a leading position in the morning and afternoon. Based on the January Hooper, we ran an ad on April 1 reporting leadership in ten of 14 rated hours. Later we learned that the daytime calls were made in Council Bluffs only and, therefore, the ad was incorrect. To present the true picture, we print the mis-labeled January report together with the correct January-February report.

JANUARY HOOPER REPORT

	KOIL	A	B	C	D	E
MORNING 8 a.m.-12 Noon	**50.0**	2.5	12.0	6.7	3.9	21.1
AFTERNOON 12 Noon-6 p.m.	**37.1**	7.3	14.0	7.1	2.5	30.0

JANUARY-FEBRUARY HOOPER REPORT

	KOIL	A	B	C	D	E
MORNING 8 a.m.-12 Noon	**50.3**	5.0	10.3	4.6	4.4	23.2
AFTERNOON 12 Noon-6 p.m.	**32.0**	8.8	11.5	5.1	5.1	35.5

5000 WATTS KOIL **1290 KC**

GORDON GRAY, VICE PRES. AND GENERAL MANAGER

Represented by Edward C. Petry Co., Inc.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION: Winfield Levi.

NEW YORK BUREAU

250 Park Ave. *PL*aza 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

The Twin Cities Broadcasting Corp.

MINNEAPOLIS, MINNESOTA

* * *

Announces the appointment of

GORDON GRAY
VICE PRES. AND GENERAL MANAGER

MELVIN DRAKE
VICE PRES. AND STATION MANAGER

and

LEWIS H. AVERY, Inc.
NATIONAL REPRESENTATIVES

of

Radio Station WDGY

MINNEAPOLIS-ST. PAUL

* * *

Affiliated with

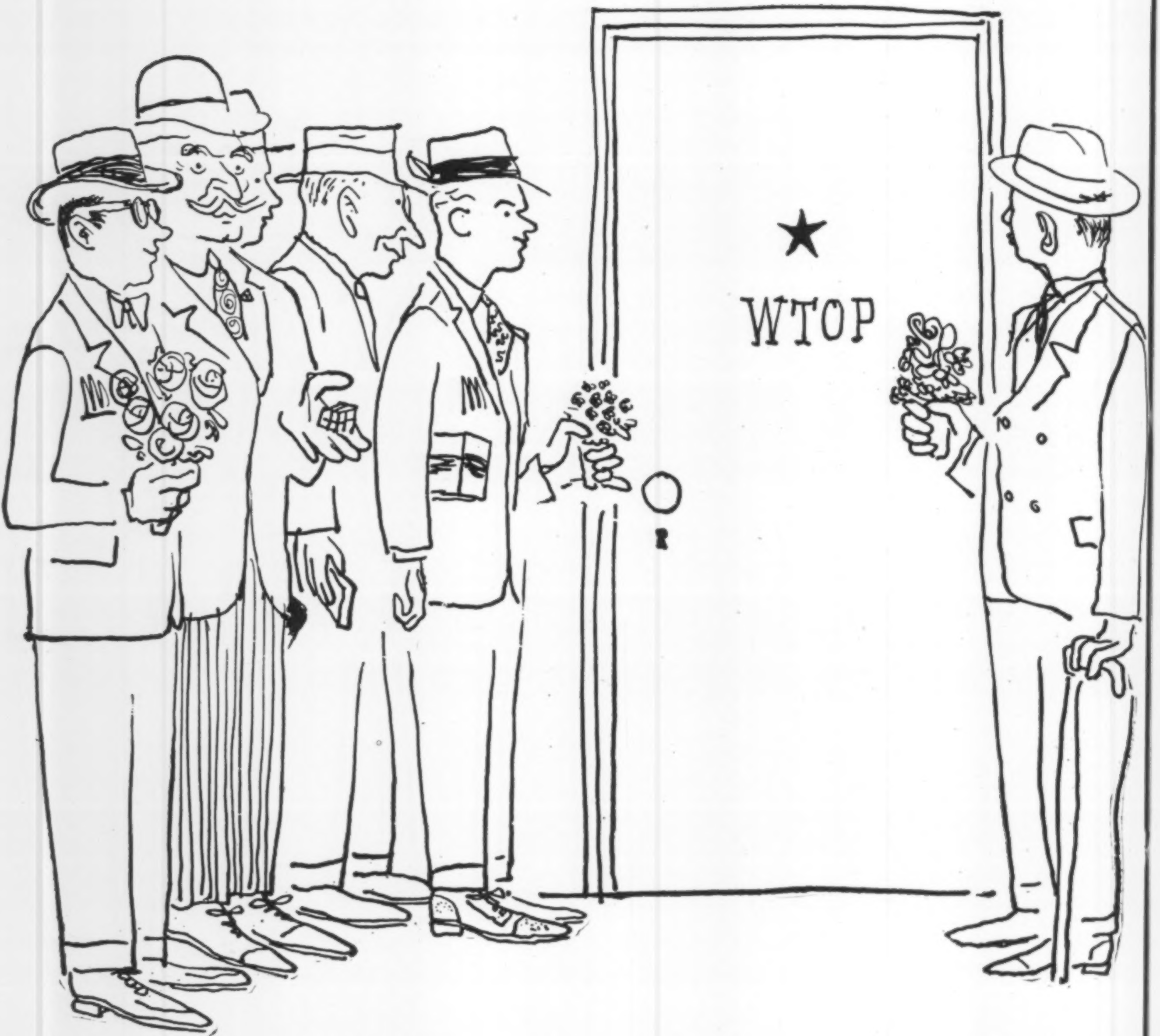
KOIL
OMAHA, NEBR.

KFOR
LINCOLN, NEBR.

The Stuart Stations

CHARLES T. STUART — PRESIDENT

They're waiting



for the professor!...

There's glamour in WTOP's Community Service Department

Our Director of Community Service and Education has more degrees than a thermometer...an educational background that sounds like a tour of the world's great universities...and *a professorship!*

Sounds almost stuffy, doesn't it? Makes you think of well-thumbed textbooks, dusty classrooms, and the general weight of the world. Hardly what you'd expect to find at a bright, colorful spot on the dial like WTOP's. And hardly the kind of person to attract so many admirers. But then, you probably haven't met up with our Miss Hazel Kenyon Markel...

She may be *Professor* Markel, but "charm" is really her middle name. She puts lots of solid thinking into WTOP's community service activities...and plenty of personality. Mix the two together, like people at a party, and you have a special brand of community service that has set Washington civic groups and schools a-buzzing.

Through WTOP, six hundred servicemen found rides home at Christmas...a sensational tuberculosis campaign was written right into WTOP's own daytime serial *Janice Grey*...a WTOP broadcast on the return of the Magna Charta to England made educational history...and, well, by, now you get the idea.

Sorry, Radio Sales can't help you on this one. But write us or Hazel Markel to find out how a professor can rate a line at the stage door...and still do Washington's top community service job for Washington's only 50,000-watt station, WTOP.

WTOP
WASHINGTON'S
50,000 Watt Station
COLUMBIA OWNED
CBS

REPRESENTED BY RADIO SALES THE *SPOT* BROADCASTING DIVISION OF CBS
WITH OFFICES AT: NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA.

OUR LISTENERS WASH THEIR OWN DISHES

They're doing it the old-fashioned way today. The soap chips . . . the dishcloth . . . and the motive power is a couple of pairs of hands.

But they're waiting . . . for those new dishwashers manufacturers have promised. And if you want to reach a big market . . . WWDC invites you to use its facilities in Washington, D. C., for low-cost sales.

DEMAND FOR DISHWASHERS IN WASHINGTON, D. C.

Recent figures show that the demand for dishwashers in the capital is sure to be 150% ahead of pre-war demands, and more probably will soar to 300%! These figures are released by The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of the Week

BETWEEN STATION BREAKS on Easter Sunday a jet propelled plane shot from New York to Washington and in that time NBC scooped the nation on the record-breaking story.

NBC Washington Commentator Robert McCormick, Producer Adolph Snyder and Capt. Starr Smith, AAF radio operations officer, arranged for the dramatic demonstration of radio's ability not only to break the latest news but also to make it. With Robert St. John, NBC New York commentator and moderator on *The National Hour*, Mr. McCormick set up the flight timed so that it would open the program from New York and close it on arrival at Washington Airport.

The timing was flawless—28 minutes, 15 seconds.

The Army P-80 jet plane, piloted by Capt. Martin L. Smith of Kidder, Mo., took off from New York as an opener for *The National Hour* at 4 p.m. At 4:28:15, NBC Washington picked up the end of the flight as the plane whistled over the finish line—Washington National Airport. The P-80 had cut almost in half the old record set by Maj. Alexander P. De Seversky timed at 58 minutes, 38 seconds.

As the plane came in, synchronized perfectly with the broadcast, NBC was flooded with phone calls. Newspapers and wire services, who had not been alerted, wanted the story. In their reports, all credited NBC. The *New York Times* in a first page lead took the story as released by NBC Washington.

Mr. Bjornson interviews Capt. Smith following the flight.

And by the time the news reached the papers, NBC had added more background through an exclusive interview, aired at 11:05 Sunday night, with the pilot, Captain Smith. Bjorn Bjornson of WRC Washington was the interviewer.

Between the take-off and the finish, Generals Spaatz and Le May spoke on *The National Hour*, advocating that the Army Air Forces be made responsible for aviation research and development for new types of aircraft.

Sellers of Sales

THERE practically has "always been a Scanlan in BBDO," according to a very capable one, Elenore Scanlan, who has been with the agency for the past ten years.

At five Elenore, accompanied by her aunt, went to Ireland to visit her father's relatives. The visit lasted eight years. Thus, she received her primary education in Ireland. When she returned to her home in Ridgefield Park, N. J., she attended local schools and spent a year in the local business college.

Her first radio job was with WMCA New York, as secretary to the sales manager of the commercial sales department.

Two years later Elenore joined BBDO as secretary to Producer Herb Sanford. Gradually she began to work on other phases of the business, serving as general script girl on *Cavalcade of America* show and then secretary to Arthur Pryor Jr., head of agency's radio department.

In 1943 she was appointed to her present position of timebuyer. Elenore is responsible for the following accounts: General Electric Co., Penick & Ford (desserts), Waitt & Bond (cigars), Chrysler Corp. (De Soto cars), Emerson Drugs (Bromo Seltzer), Armstrong Cork Co., and *Saturday Evening Post.*

ELENORE

The first Scanlan at BBDO was Mary, who resigned at the time of her marriage. Another sister, Gertrude, who joined a year or so later than Mary, has moved through various promotions to local radio manager of the agency.

Elenore and Gertrude live together in their own home in Ridgefield Park, N. J. Although the sisters' offices adjoin each other many a business day goes by without either seeing the other.

Elenore is a devotee of all kinds of music except boogie woogie.

She likes people and maintains that "station reps are the timebuyer's best friends."

She is a member of the Radio Executives Club.

your advertising dollars are PROFITABLY spent on . . .

WDEL

WILMINGTON, DEL.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC

Basic Network

Represented by

RAYMER

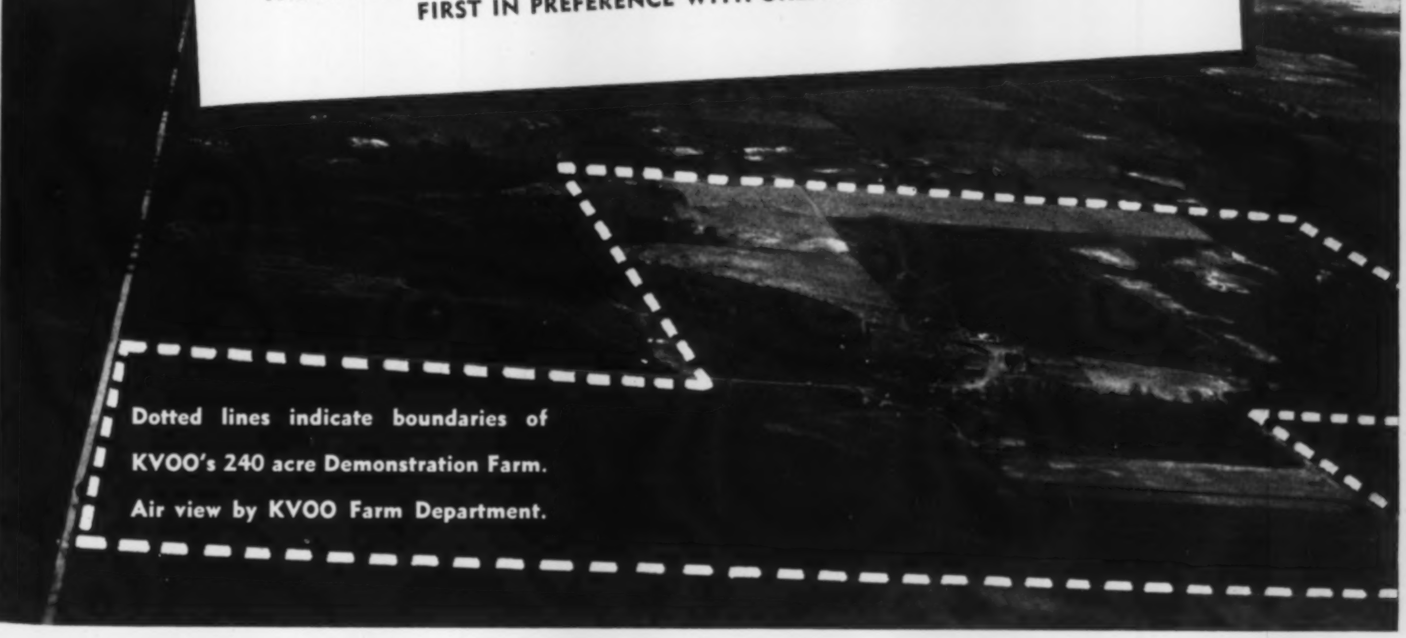
Announcing the KVOO Demonstration Farm

Today the KVOO DEMONSTRATION FARM is in operation southeast of Tulsa, a pre-war dream come true with the return of KVOO Farm Editor, Sam Schnieder, from the armed forces. Conceived as a need before the war, purchased and preliminary plans begun, the 240 acres in the KVOO DEMONSTRATION FARM produced food for victory during the war years. Now, with necessary man power again available, it can fulfill its destiny — to show the way to Southwestern farmers in restoring our most precious heritage — the soil — to balanced mineral content. This is America's most pressing need if our basic economy in agriculture is to be maintained. It shall be the purpose of the KVOO DEMONSTRATION FARM to practice every modern process toward soil restoration in the manner of the Southwestern farmer, using tools and equipment available to the average farmer.

The DEMONSTRATION FARM will be available to every interested farmer to inspect and check from time to time as he may desire. It will be operated in conformity with KVOO's famous farm department policy, proved through more than 5 years of successful operation, to be "of, by and for the farmer," for the farmer *is* the KVOO FARM DEPARTMENT. His needs are our needs — we work together for the advancement of Southwestern agriculture.

To this high purpose we dedicate the KVOO DEMONSTRATION FARM.

THE KVOO FARM DEPARTMENT IS FIVE YEARS OLD—FIRST IN EXPERIENCE, FIRST IN PREFERENCE WITH OKLAHOMA FARMERS



Dotted lines indicate boundaries of KVOO's 240 acre Demonstration Farm. Air view by KVOO Farm Department.

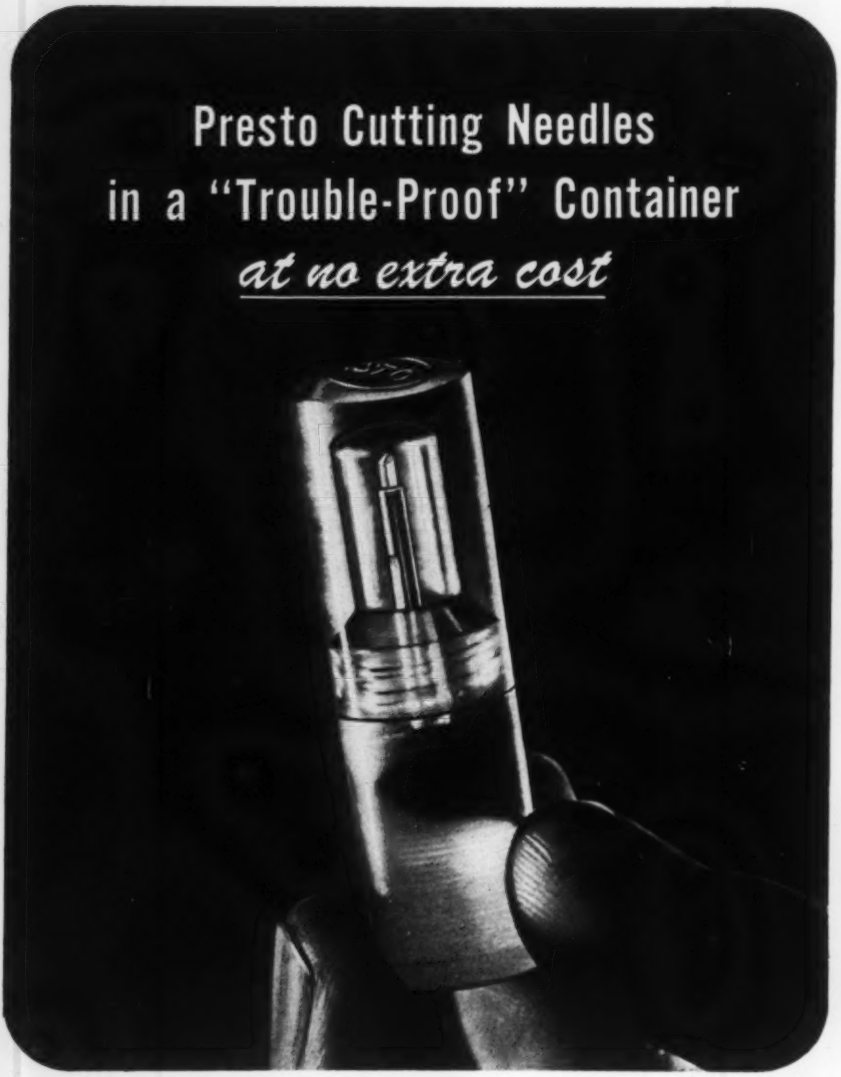
RADIO STATION KVOO

OKLAHOMA'S GREATEST STATION, TULSA. 50,000 WATTS–NBC.

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

Presto Cutting Needles in a "Trouble-Proof" Container

at no extra cost



NEW! A transparent lucite container keeps Presto Cutting Needles *safe*. Nothing can harm the precision ground point and cutting edges.

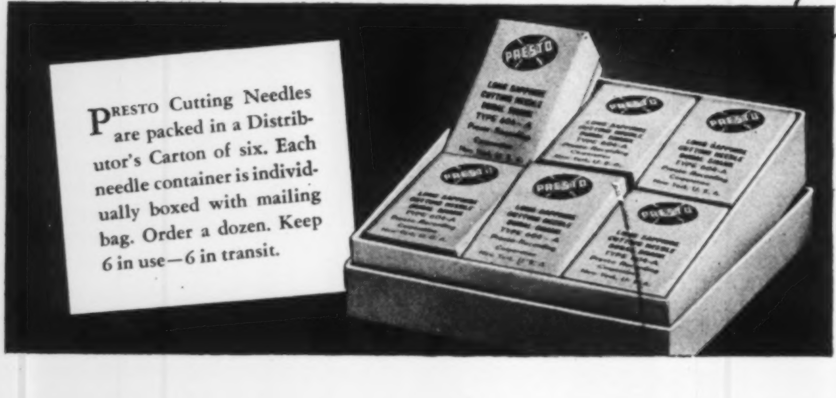
TIGHT! This ingenious chuck holds the needle *tight*—no chance of damage to the point in shipment.

RECORDING CORP.
WEST 55TH STREET
NEW YORK 19, N.Y.
SPACE
FOR POSTAGE

EASY! Just slip used needles (safe in their containers) into this handy mailing bag and send them off to Presto for resharpening.

FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles *now* come to you in a *new* package, designed for utmost needle protection in shipping and handling.

FREE! To Presto-equipped recording studios: a convenient rack holding six Presto Cutting Needles, with special "point-control" chart recording number of hours each needle is used.



PRESTO Cutting Needles are packed in a Distributor's Carton of six. Each needle container is individually boxed with mailing bag. Order a dozen. Keep 6 in use—6 in transit.

PRESTO

RECORDING CORPORATION

242 W. 55th St., New York 19, N.Y.

WALTER P. DOWNS, LTD., *in Canada*

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Don't Make Molehills Out of Our Mountains

The only way to reach people in Southern California's mountain surrounded valleys is with Broadcasting Corp. of America's chain of rural radio stations . . .

To a time buyer hundreds of miles away, Southern California's mountains may look like molehills on the map, but what molehills they really are! Towering 5,000 to 10,000 feet high, they form a natural barrier around Southern California's fertile Valleys. They're awe inspiring to tourists but a pain in the neck for "outside" radio stations. Watts bounce off these mountains like hail off a tin roof.

There's only one way to completely and economically cover the Valley of Paradise, Imperial Valley and Coachella Valley. That's with the Broadcasting Corporation of America's stations, located right in the heart of these Valleys and programmed specifically for rural listening. Here in clearly defined areas are the people, the sales potential and the medium for effectively presenting your merchandising message.

KPRO

Riverside & San Bernardino
covering
"The Valley of Paradise"
Primary Population
584,321
1945 Farm Income
$206,336,905

KROP

Brawley and El Centro
covering
"The Imperial Valley"
Primary Population
116,653
1945 Farm Income
$64,233,062

KREO

Indio and Palm Springs
covering
"The Coachella Valley"
(on the air about June 1)
Primary Population
19,500
1945 Farm Income
$10,812,275

If you have something to sell Southern California farmers secure your time franchise on these stations

KPRO Riverside and San Bernardino **KROP** Brawley and El Centro **KREO** Indio and Palm Springs

KPOR-FM, located on 9,000 ft. Cucamonga Peak, is scheduled to take the air this Fall.

For availabilities wire Gene Williams, general sales mgr., Broadcasting Corp. of America, Riverside, Cal.

JOHN E. PEARSON COMPANY, *National Representatives* —New York, Chicago, Kansas City, San Francisco, Los Angeles

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

- **Maybe it's different with ducks—but in *radio* (and especially in spot-broadcasting) you can't "just sit and hatch results." *Effort* is usually the measure of success.**

Without question you already know the *extra effort* that all our men at F&P are willing and eager to expend for you—in making market researches, lining up availabilities, and all the other leg-work of spot-broadcasting. But do you know the work we are prepared to do in helping you get the greatest *values for your radio dollars?* If not, please telephone. We believe we can show you some new kinds of *extra effort.*

EXCLUSIVE REPRESENTATIVES:

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BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
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SYRACUSE	WFBL
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NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 17 WASHINGTON, D. C., APRIL 29, 1946 $5.00 A YEAR—15c A COPY

ABC Stock Sale to Key Expansion Program

$15 Million Issue Seen; May Buy WXYZ

OFFER of a "substantial amount" of its stock to the public and to affiliated stations to provide financing for both immediate and long-range expansion was announced last Thursday by Edward J. Noble, Chairman of the Board and principal stockholder of American Broadcasting Co.

While the precise offering was not divulged, it was reported the amount might total one million shares at $15 per share or an aggregate of $15,000,000. Previously it had been indicated [CLOSED CIRCUIT, April 22] that the offer would be in the neighborhood of $10,000,000.

Mr. Noble, who acquired ABC as the Blue Network Co. in 1943, asserted proceeds from the sale would be used for expansion of present facilities as well as for development of television and FM. When he acquired the network from RCA-NBC he had promised broadest possible ownership, including both affiliates and the public.

While there was no official explanation of Mr. Noble's reference to "expansion of present facilities," it was understood authoritatively that a sequel to the stock sale may be acquisition of additional AM station properties.

Possible Purchase

Conversations were reported in progress for purchase of the King-Trendle Broadcasting Co., which owns WXYZ Detroit, WOOD Grand Rapids and operates the Michigan Network. Confirmation of these reports was lacking, though there was no denial that conversations were being held. Based on current market values it was thought that if such a transaction were consummated, it would entail $3,500,000 to $4,000,000—the largest transaction in radio annals save the acquisition by Mr. Noble of the erstwhile Blue for $8,000,000.

Mr. Noble, in declaring that the public offering will be made by Dillon, Read & Co. Inc. and a nationwide group of investment bankers [CLOSED CIRCUIT, April 22], pointed out that consummation of the plan will await FCC approval and registration of the securities with Securities & Exchange Commission. FCC approval would be required only if control of the ABC-owned stations changed hands or if, as part of the transaction, additional facilities are acquired.

Tends to Confirm

This tended to confirm the report that ABC shortly would complete negotiations for acquisition of additional facilities. Presumably, if ABC acquires King-Trendle, it would retain the highly-successful WXYZ and the Michigan Network itself, but probably dispose of WOOD, an NBC outlet. On this point, too, there have been indications of conversations for transfer of that station to a third party. Based on current valuations this station, a 5000 watt regional, might bring something in excess of $1,000,000. WXYZ operates on 1270 kc with 5000 watts.

Consummation of such a transaction would give ABC an important outlet in a top market. The network now owns WJZ New York, WENR, half-time 50,000 watter in Chicago, KGO San Francisco which holds a construction permit for 50,000 watts, and KECA Los Angeles, 5000 watt regional.

King-Trendle stock is owned by George W. Trendle, John H. King, each of whom holds 40%; H. Allen Campbell, general manager who owns 10%, and Howard O. Pierce, now a resident of Florida, who owns 10%. Neither Mr. King nor Mr. Pierce are active.

King-Trendle through subsidiary operations is in the forefront of the program syndication field. However, such separately incorporated operations as the Lone Ranger Inc., the Green Hornet Inc., and the Challenge of the Yukon Inc. would not be affected in any station transaction. Messrs. Trendle and Campbell would continue these operations and expand them in tempo with FM and television program development. Mr. Campbell is chairman of the ABC stations Planning and Advisory Committee.

Robert Kintner, ABC vice president and close friend of Mr. Noble, said, in answer to a question concerning possible ABC plans to buy more outlets, "We haven't closed anything now." He added, however, the network "did not know what the future will hold."

As to the network's television interests, Mr. Kintner pointed out that ABC currently has on file with the FCC applications for television licenses in Los Angeles, San Francisco, Chicago and New York and that a "television network centered in those cities" had been proposed. First FCC hearing on ABC's television applications is scheduled for May 20 in Los Angeles.

Pay Obligations

Mr. Noble also reported that part of the proceeds from the stock issue would be used to pay "bank indebtedness." It was recalled that at the time Mr. Noble filed application with the FCC for purchase of the

(Continued on page 101)

AP Votes Associate Status for Radio

Breaks an Old Tradition To Recognize 'Great News Medium'

By EDWIN H. JAMES

THE venerable membership of the Associated Press, with a perceptible sigh, voted last week to admit an upstart into the club. At the annual AP meeting in the Waldorf-Astoria, New York, broadcasters were invited by a vote of 173 to 14, to become associate members in AP.

AP's New York headquarters described the vote as "a milestone" in the history of radio as a news medium. Significance of AP's invitation was still not clear; several questions, put to AP officials, were as yet unanswered. Chief among them were:

(1) *What greater service from AP would broadcasters get as associate members than they have been receiving as clients?*

Official AP statements were hardly specific in answer to this. AP announced that admission of radio stations to associate membership "reflects a recognition of radio as a great medium for the dissemination of news and public information."

Unofficially, it was explained that broadcasters, as associate members, could get AP services additional to the standard radio wire more easily than they could as clients. This answer, observers felt, seemed hardly adequate since many stations, as mere clients, have requested, and been granted, augmented AP service.

LINGERING barriers against admission of broadcast stations to membership in the Associated Press, for decades a closed membership organization, were knocked over at membership meeting last week. Stations and networks are now eligible, but merely as associates. Advantages of associate membership as against status as client are not yet clear.

(2) *How much would broadcasters dues amount to?*

Officially, AP had no comment on this subject, but unofficially it was said the formula for determining AP assessments against radio stations as associate members had not been devised. But the unofficial guess was that rates for stations would not change much in the transition.

(3) *How big a voice would radio now have in the administration of AP?*

There was no official and little unofficial AP comment on this subject. As associate members in AP, broadcasters will have no vote in AP's business, but it seemed possible that radio's voice might pipe louder when radio entered the closer relationship with AP than it had as a client.

(4) *Would networks be eligible for associate memberships?*

The resolution passed by AP's members specified admission only to "owners of radio stations." An AP spokesman said extension of the invitation to networks was a matter for decision by AP's board. It was unofficially predicted the board would add the networks to the list of candidates.

In an official statement, released

(Continued on page 92)

NAB BLASTS FCC
Miller, Willard Take Shots
At Program Report

DOUBLE - BARRELLED blast against the FCC Blue Book report was fired last week by the NAB, with President Justin Miller denouncing critics of the association's aggressive stand and Executive Vice President A. D. Willard Jr. informing the William Allen White Foundation that war had been declared on the report (see page 18).

President Miller, pointing to the folly of quiet discussion of insurance policies and fire prevention when a fire is roaring, said that "under the circumstances it was necessary to send out an immediate warning. This we did." He referred to a statement on the FCC report issued March 11 by the NAB which said the FCC encroachments "strike at the very heart of our system of broadcasting and constitute bold steps toward Government domination which may eventually deprive us of fundamental rights."

Canada Dry to Place

CANADA DRY Co., New York (Sparkling Water), in June will start participations on home economic programs throughout the country featuring new uses in summer drinks. Agency is J. M. Mathes Inc., New York.

Realemon Plans

PURITAN FRUIT PRODUCTS Co., Chicago (Realemon), has announced appointment of Allen G. Bishop as advertising and sales promotion manager. Released from the Army and formerly with the National Candy Co., St. Louis, and Minnesota Valley Canning Co., Lesuer, Minn., Mr. Bishop will supervise intensive national advertising campaign scheduled to begin May 1 and in which radio is a principal media. Craig E. Dennison Co., Chicago, is agency.

Plans Citrus Campaign

MUTUAL ORANGE DISTRIBUTORS, Redlands, Calif., one of the largest citrus-grower cooperatives, has started extensive campaign to promote sale of Pure Gold lemons. Schedule calls for use of chainbreak transcriptions twice a day for five weeks on stations in 18 principal southern and midwestern cities. Agency is J. Walter Thompson Co., Los Angeles.

Koret Ready

KORET OF CALIFORNIA, San Francisco (women's sportswear), is issuing "Showstoppers" a transcribed series to distributors throughout country for placement on local stations [BROADCASTING, Dec. 10, 1945]. Series is being prepared on a 52-week basis as part of firm's five-year advertising plan. Agency is Abbott Kimball Co., Los Angeles.

INS Seeks Industry Views on Petition Asking Clarified Program Definitions

INS is conducting a survey of a cross-section of broadcast stations to determine industry views on the INS petition filed April 18 [BROADCASTING, April 22] asking the FCC to clarify its program definitions covering local live shows.

Robert W. Brown, INS executive news editor, who filed the petition with the FCC, has written news editors and station managers all over the country to determine their attitude on the INS stand. Selection of stations was based on a desire to sound out sentiment regardless of whether the stations are INS subscribers.

When replies have been received the letters will be analyzed, according to Mr. Brown. INS will then prepare revised definitions for FCC consideration. Acting Chairman Denny had told Mr. Brown at the time the report was filed that he would welcome revised language establishing other standards for a "local live program" as against a "wire program."

In his original petition Mr. Brown challenged the Commission's definition of a "wire program" as any program "the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer." He also objected to the FCC's classification as "wire" any news program based partly on teletype and partly on local news if 50% or less of the news volume is local, and "local live" if more than half the volume pertains to local happenings. INS argues that it provides stations with a complete news report which they must process locally as against what it calls "syndicated" or "canned" reports prepared for radio use.

PA, UP and Transradio have not taken any action on the FCC report or the INS application, they told BROADCASTING. Executives at New York headquarters of the news associations declared they had been tied up with the ANPA annual meeting and other gatherings during the week and had not had an opportunity to study the matter thoroughly.

Among comments made informally among other services was the statement that news is local, regional, national or international depending on its context, regardless of the mechanics of processing at either end of a teletype.

P & G Considers

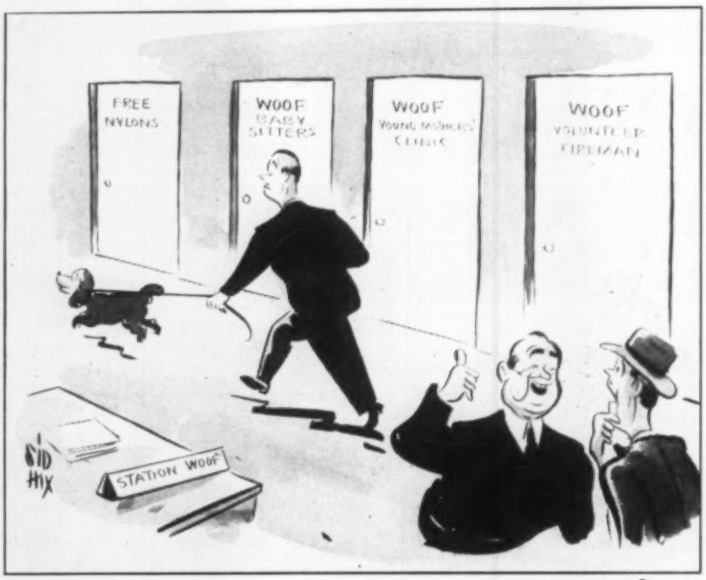
PROCTER & GAMBLE Co., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising of its new jelly shampoo, Prell, now in test markets. National advertising plans have not been completed. If radio is used, local tests will precede any national campaign, following P&G's long custom of complete testing before pushing new products, according to officials of the firm.

Fitch Replacement

F. W. FITCH Co., Des Moines, is negotiating with NBC to replace Cass Daley show for summer season with *Rogue's Gallery*, starring Dick Powell, now sponsored by Fitch on MBS. Company plans to retain show on MBS. Agency is Ramsey Co., Davenport, Iowa.

New York Test

MOLLY MALONE Inc., New York, April 29, starts for 26 weeks a spot announcement campaign on WJZ WOR WNEW WMCA WHN New York, Monday through Friday. National campaign is planned in the near future. Agency is Chernow Adv., New York.



Drawn for BROADCASTING by Sid Hix

We go in pretty heavily for public service around here!

Carrier Broadcasts

THE CARRIER *Princeton* was the origination point for 11 broadcasts last week during President Truman's trip aboard the ship to review the 8th Fleet. All broadcasts were received by RCAC New York. The ship debarked Sunday April 21 and returned Wednesday afternoon. Lt. Commdr. Don Thompson, on leave from NBC, was public information officer for radio and press. Lt. W. J. Mitchel was his assistant, both on leave from "Crossroads." Mutual led in the number of broadcasts, with Steve McCormick sending out four. Bryson Rash of ABC and Dave Brinkley of NBC each had three broadcasts. CBS' John Adams sent one.

TRUMAN, DENNY CITE GOOD NETWORK JOB

COMMEMORATING the acquisition of Mutual's 300th affiliate, WKRZ Oil City, Pa. [BROADCASTING, April 22] the network last Saturday presented a special broadcast, 8-9:30 p. m. The following message from President Truman to Edgar Kobak, MBS president, was read on the program:

"The constant effort of the radio networks to bring their fine programs within the reach of more and more of our citizens is fulfilling part of the public trust the government places in our private system of broadcasting. I am informed that, as of tonight, the Mutual Broadcasting System is serving 300 independently owned stations, including many located in our smaller towns and cities. Your network is to be congratulated on this achievement."

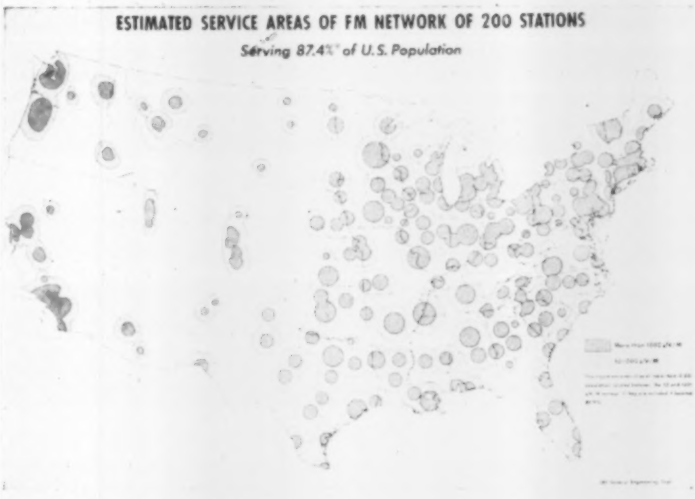
Charles R. Denny Jr., acting chairman of the FCC also sent a message to the network, which follows:

"Please accept the congratulations of the Federal Communications Commission on adding the 300th community to the Mutual Broadcasting System. Although America leads the world in radio facilities, there are still a substantial number of people who do not receive information and entertainment which a network can bring them. This is particularly true in the small towns and rural areas. Your policy of reaching the smaller communities as well as the metropolitan centers, as evidenced by your achievement in adding 200 stations in communities where there is no other radio station, is in line with the Commission's policy to encourage and facilitate the extension of broadcast service to the largest number of citizens. Best wishes to MBS, to WKRZ, its newest affiliate in Oil City, Pa.—and to the other 299 members of the network."

Denny Indicates Breakdown of More Clears

CBS Favors FM Nets; ABC, High Power

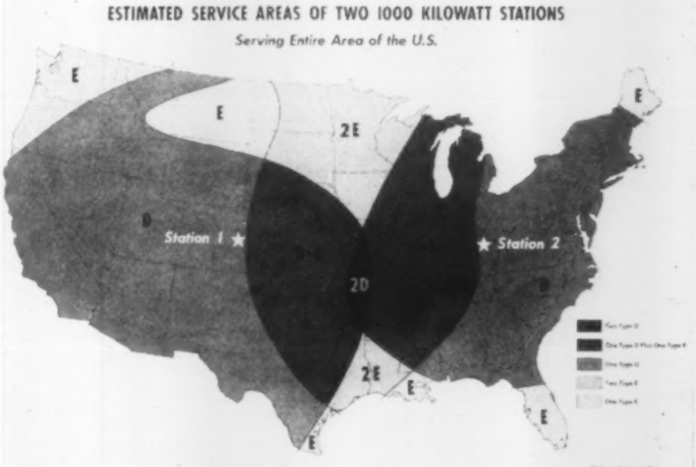
By JACK LEVY and RUFUS CRATER



ESTIMATED SERVICE AREAS OF FM NETWORK OF 200 STATIONS

Serving 87.4% of U.S. Population

COVERAGE which might be provided by a 200-station FM network is shown on this map submitted by CBS at clear channel hearings last week. Cities include 122 metropolitan districts and 78 with less than 50,000 population; independent outlets are not precluded. CBS President Frank Stanton urged more channels for FM, said CBS had hoped there might be four or five thousand FM stations and possibly 10 FM networks.



ESTIMATED SERVICE AREAS OF TWO 1000 KILOWATT STATIONS

Serving Entire Area of the U.S.

TO SERVE areas not covered by FM networks, CBS said two million-watt AM stations might provide nighttime skywave coverage as shown above, with daytime service from strategically located stations of less power but with extensive groundwave propagation. Symbol "D" refers to best-quality skywave service; "E", second grade. Map contemplates use of 1,000 kc but CBS said this "is not significant." Sites suggested for the high-powered stations were "eastern Colorado" and "northern Kentucky."

FIRST official pronouncement that the FCC is giving serious thought to further duplication of clear channels was made Friday when Acting Chairman Denny suggested a procedure to be adopted in the event of reallocation of additional exclusive frequencies as the outgrowth of the current hearings.

Should the FCC decide that a "reallocation of the channels" is desirable, he said, it would render a decision specifying which additional facilities are to be duplicated and would entertain applications for a period of 60 days to give all applicants equal opportunity.

Mr. Denny invited other members of the Commission to comment if they were not in agreement on such a procedure if reallocation is agreed to. "I am going to state what I think is the position of the Commission in this matter," he said, prefacing his remarks. Commissioner Jett interposed an "if" but the members indicated substantial agreement.

Hearing 'Judicial'

Mr. Denny explained that the Commission's desire to afford everyone opportunity to apply for additional AM facilities was one of the reasons why applications for duplication of channels were dismissed without prejudice last February pending outcome of the clear channel proceedings.

When Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, observed that the current proceeding is a legislative one, Mr. Denny retorted that clear channel licenses are on trial and that the hearing is also judicial.

Mr. Denny's remarks provided the most definite indication given since the present hearings were ordered that the FCC is inclined toward duplication of at least part of the clear channels. That aspect was given further emphasis when he pointed out that engineering maps showing the "white spaces" (underserved areas) would be introduced at hearings to begin July 1 and that all parties will be "cordially invited and urged" to appear and show service in these areas can be improved. The acting chairman's statements were made during testimony by educational stations at Friday's hearing in which fulltime operations on 770 kc and 640 kc, both clear channels, were requested to enlarge service to farm areas in Minnesota and Iowa.

Previously, the Commission had heard network proposals advocating substantial changes in the allocation structure. One of these, from CBS, called for a combination of FM networks for urban service, AM for the rural areas, with stations of 1,000,000 w to provide nighttime coverage in the sparsley populated areas.

The CBS recommendation resulted in a decision to hold informal conferences this week with the Commission, the network, and the Clear Channel Broadcasting Service. In addition, it was learned Mr. Caldwell will pursue a request he made at the hearings that Frank Stanton, CBS president, and William B. Lodge, CBS director of general engineering, be called for further questioning on the proposal.

NBC, which was expected to present its position on the clear channel allocations at the Thursday session, confined its testimony to the issue concerning program service for farm listeners. The network was requested by the Commission to testify on other issues before current sessions end.

Although last week's sessions were highlighted by CBS' seemingly sensational proposal, the seriousness of which was doubted by Mr. Caldwell, the testimony of Mark Woods, president of ABC, was equally bold in its denunciation of duplication of program service by clear channel stations and its criticism of the whole allocation picture.

Testifying to "tremendous overlapping" of secondary service areas of clear channel stations affiliated with NBC and CBS, Mr. Woods declared: "It is unthinkable that the present inadequate use of a naturally restricted number of channels should be allowed to continue."

For the immediate future, Mr. Woods recommended that the Commission appraise the use being made of each clear channel station, breaking down the frequencies in some cases and maintaining them in others, on the basis of determinations of service rendered. Simultaneously, he urged affirmative action enabling Class I-A and I-B stations to have more power to reach underserved areas, provided program service is expanded or improved and does not cause more duplication in an area.

FM Eventually

But eventually, he predicted, FM should replace regional and local AM stations for urban areas, with present AM channels now used for local and regional stations made available for clear or semi-clear channels to further serve rural areas with skywave service.

In presenting the CBS plan for a 200-station FM network to serve the maximum population, Mr. Stanton said "we do not consider the proposed network an engineer's dream, but one which is thoroughly feasible as FM receivers become available throughout the country." He pointed out that nearly 90% of the total U. S. population would be included within the 50 microvolt contour of such a network.

He said it might be 10 years before a network of 100 to 200 FM stations and two million-watt standard outlets would be economically feasible. He predicted that unless FCC licensing policies change, half of the metropolitan radio set owners will have FM receivers within about three years.

As a supplement to the network, to cover the remaining 10% of the population, Mr. Stanton proposed two AM stations of 1,000,000 w power operating in frequencies near 1000 kc, one located in eastern Colorado and the other in northern Kentucky.

Pointing out that these AM stations for special rural coverage would not be economically attractive, Mr. Stanton suggested the Commission might relax its rule on multiple ownership of FM stations.

Third week of the clear channel proceedings opened Monday morning with reports by FCC engineers on progress of the work of technical committees assigned to make studies for the hearings. Edward

(Continued on page 94)

ANPA Urged to Keep Watch on FCC

Anti-Newspaper Policy Feared; Radio Gets Thorough Airing

TURN YOUR "watchful attention" to the attitude of the Commission against newspaper ownership of stations, urged a committee of the American Newspaper Publishers Assn. meeting in New York last week. Heading committee was Julius Ochs Adler, publisher of "New York Times," which owns WQXR-WQXQ New York, AM-FM stations. Group also opposed current proposed Government merger of all communications.

WARNING that the FCC appears to be opposed to newspaper ownership of stations, a committee of the American Newspaper Publishers Assn. last week urged that publishers turn their "watchful attentions" to the Commission.

Headed by Julius Ochs Adler, publisher, *New York Times*, which owns WQXR-WQXQ, the committee said "it is evident that the thinking of the present Commission is along lines that brought about" the newspaper-ownership investigation a few years ago. "It seems to your committee," said the report, "that this attitude of the Commission against ownership is one that should have the watchful attention of publishers."

A record-breaking 1,034 publishers and newspaper executives were registered at the three-day 60th annual convention of ANPA at New York's Waldorf-Astoria. Radio was discussed in all its phases, with particular stress laid upon the loss of newspaper revenues to broadcast advertising.

Merger Opposed

The Ochs committee reported sentiment current in certain Government quarters to merge "all American cable and radio communications to be placed under Government supervision and control." Any merger "which abandons or impairs the principle of adequate allotment of frequencies for exclusive use of the press, under control and operation of the press, should be opposed," said the report, which stresses the usefulness of Press Wireless.

New ANPA campaign to recover newspaper losses of national advertising revenue in the period of radio's great growth was outlined by Alfred D. Stanford, director, National Division ANPA's Bureau of Advertising. Said he: "In 1929 newspapers shared 54% of total national advertising revenue; in 1943 only 29%. The $120,000,000 a year that is involved in this shrinkage is important enough to speak for itself," he said.

Study Advertiser's Needs

Mr. Stanford proposed an ambitious scheme that would begin with "a study of the specific needs of a single specific advertiser's business, community by community."

The work, he said, had already begun. ANPA Bureau of Advertising now has two teams of analysts in the field. Mr. Stanford hopes eventually to "make a detailed study of the leading advertisers."

"In the absence of . . . specific knowledge, a national advertiser has had, up till now, to broadcast, and sometimes to broadcast quite blindly," said Mr. Stanford. " . . . The solution of our national problems that have gone unresolved for so long can be found at the community level—the level where the newspaper has long been pre-eminent—the level from which the newspaper derives its daily life and daily income."

Aim of Bureau

The aim of the Bureau of Advertising, he said, was to develop a theme that "all business is local." At present, he said, few manufacturers know where and by whom their products are purchased. The generalities of distribution have obscured specific statistics, which the bureau wants to uncover.

Following Mr. Stanford's announcement publishers were given the presentation on "Newspapers and Chain Radio as National Media," prepared by the American Assn. of Newspaper Representatives.

Addressing the first general session on Wednesday, William G. Chandler, executive of Scripps-Howard Newspapers, and president of ANPA, sounded a postwar call to publishers to "inform and inspire the public for mutual good."

Wartime shortages of newsprint and other publishing materials have restricted or denied the publication of news or opinion in many countries, he said. "Wherever a government controls the raw materials of expression, that is, the paper on which thoughts are recorded, there can be no sure means of free expression."

FM Discussed

The Tuesday session, according to tradition, was devoted to discussion of problems of interest to papers of under 50,000 circulation. One question discussed in closed session was: "Are any small town dailies entering the FM radio field as community stations without network affiliations and can they foresee enough revenue to support community FM without draining existing advertising income?"

A number of small daily representatives reportedly said they had applied for FM licenses. Several reported their experiences with AM stations had convinced them that their radio enterprises had not detracted from newspaper revenues.

Small radio stations, they reported, were thriving, and they predicted that community FM stations would similarly thrive once they were constructed.

In addition to business sessions held Tuesday, Wednesday and Thursday morning, three dinners featured the ANPA convention.

On Tuesday evening, the National Newspaper Promotion Assn., which held meetings concurently with those of ANPA, sponsored a dinner at which Mark Ethridge, publisher of the *Louisville Courier-Journal* and *Times* (owners of WHAS Louisville), was awarded the ANPA's first annual trophy as the newspaper publisher who gave the greatest recognition to the importance of promotion and used its forces to the highest extent for organization, progress and public benefit."

Last action of the Thursday morning business session was the election of officers and five directors of ANPA.

Re-elected to office were President Chandler; vice president David W. Howe, general manager of the *Burlington* (Vt.) *Free Press;* treasurer, Edwin S. Friendly, general manager, *New York Sun.* S. R. Winch, business manager, *Portland* (Ore.) *Journal*, owner of KALE Portland, was elected secretary to succeed Norman Chandler, publisher of the *Los Angeles Times*, who refused nomination for re-election.

Directors elected are: Bert N. Honea, general manager, *Fort Worth* (Tex.) *Star-Telegram*, whose publisher, Amon Carter, owns WBAP outright and 50% of KGKO; George C. Biggers, general manager, *Atlanta Journal*, licensee of WSB Atlanta; Charles F. McCahill, publisher, *Cleveland News;* J. L. Stackhouse, general manager, *Easton* (Pa.) *Express*, and J. D. Funk, publisher, *Santa Monica* (Calif.) *Outlook.*

Willard Declares Radio War On Freedom of Speech Threat

A U. S. BROADCASTING war against governmental "encroachments" upon radio's right of free speech was declared last week by A. D. Willard Jr., executive vice president of the NAB.

Speaking at a dinner of the William Allen White Foundation at New York's Waldorf-Astoria, Mr. Willard decried actions of the FCC to limit the freedom of U. S. broadcasters and said: "The broadcasters of America will no longer accept these or any other encroachments upon the right of free speech by means of radio communication."

He described the FCC report of March 7 as "indefinite and arbitrary" and one which, if allowed "to go unchallenged" will assume "the authority of law by acquiescence and by default."

'Solid Foundation'

"The program structure of the American system of broadcasting has been built upon the solid foundation of the wants and needs of its hundred million listeners who vote for or against those programs which they like or dislike at every hour of the day and night," said Mr. Willard.

"To substitute the judgment of a Government commission for the judgment of the American listener would be intolerable."

The FCC said Mr. Willard, holds the "penalty of economic execution . . . like a sword of Damocles above the head of every radio station in the United States." Yet despite this constant threat to their means of livelihood, he said, broadcasters "will resist, by every lawful means at their command, any assault upon the right of freedom of utterance."

To representatives of the press and motion pictures present at the dinner, Mr. Willard issued a reminder that "the degeneration of one method of dissemination of free speech within a nation is almost invariably followed by dissipation of the freedom of the others."

"It is impossible," he said "to divide freedom of utterance into separate categories of freedom of speech, freedom of the press, freedom of radio, freedom of motion picture display, and so on." An assault upon one of them, he said, "endangers all."

To skeptics who might doubt that all categories of communication were imperilled by an assault against one, Mr. Willard projected the probable consequences of the development of facsimile. Newspapers transmitted by facsimile, he said, "must be licensed by the FCC."

"Where would the vaunted freedom of the press be if the rules and regulations of the FCC eliminating editorial policy and demanding specific doses of its own determination of what is in the public interest were imposed upon the transmission of facsimile by newspapers?" he asked.

At the dinner, Deane W. Malott, chancellor of the U. of Kansas, explained that the William Allen White Foundation planned to provide "realistic teaching material" for the William Allen White School of Journalism and Public Communications, founded in memory of the late great Emporia publisher, and to bring to the school "leaders of thought in various fields exemplified by the life of William Allen White, for lectures—these lectures to be published and given wide dissemination."

China derby

It seems in November, 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought, that guy must have had in getting through the crowd.

But there *was* a winner. And it is further proof to us that no matter how tough competition seems, there is always a winner. Somebody always comes out on top.

We have made a habit, down here in Baltimore, of helping smart radio advertisers . . . not to get through the crowd . . . but to get *to* the crowd.

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available that prove you need W-I-T-H if you plan to do a sales job in America's sixth largest city.

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Glade Says Broadcasters Must Fight

Peabody Awards Speaker Flays Blue Book Dictation

RADIO FREEDOM in America is gone and fascism is here, if the FCC's March 7 Blue Book report on public service responsibility presages Government control of programs and Commission scrutiny of program schedules before broadcast, Mayor Earl J. Glade of Salt Lake City declared Wednesday night at the George Foster Peabody Radio Awards Dinner in New York.

Mayor Glade

If, on the other hand, the FCC intent in a general way is to review program schedules after broadcasts to insure that stations are serving in the public interest, convenience and necessity, then the action is "possibly legally sound," he said.

He called on licensees to fight for freedom of the air, to coordinate their efforts with advertisers and agencies to oppose government control of programs. He denounced critics of sponsored programs merely because they are sponsored and asserted that commercial programs definitely are in the public interest.

Sponsor Increases Service

Niles Trammell, NBC president, who accepted one of the two awards for outstanding entertainment in music on behalf of the NBC Symphony, declared that when the symphony was sustaining only 60 stations carried it, whereas under General Motors sponsorship, 149 stations have been carrying the program. NBC's first admission that General Motors would drop the series came when Mr. Trammell said that with the award "maybe we can now resell this program."

Arch Oboler, who received one of two awards for outstanding entertainment in drama, urged broadcasters to recognize their "moral responsibilities as an industry in a world whose very future existence depends upon the integrity of individuals and industries" and to "no longer trade honesty for the quick dollar of an advertising untruth." The "men of intelligence and energy and ingenuity who have made a great business of broadcasting," he said, "can now also make it a great force, the store of people's education essential to a lasting peace."

George V. Denny, moderator of *America's Town Meeting of the Air*, which became the first two-time winner of a Peabody award for the outstanding educational program, said that of 175 NBC stations which carried *Town Meeting* when it was sponsored by *Readers Digest*, 173 "have stuck by us" since the program returned to sustaining status last November.

The George Foster Peabody Radio Awards for 1945 "designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry," were presented to their winners by John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, which administers them, at ceremonies in New York's Hotel Roosevelt.

Mayor Glade, principal speaker, is a member of the KSL Salt Lake City board of directors, former vice president and general manager of the station, and past NAB Code Committee chairman. He spoke on "Radio and the FCC Blue Book."

He declared that radio had played an important part in the development of America in the past 25 years and deserved "the grateful accolade of the United States of America." He told of radio's war coverage—of the value of networks to the remote sections of the country, how advertising had built radio.

Industry 'Stirred'

"Never has the broadcasting industry been so stirred as by the release of the FCC's report," he said. "The uneasiness with which most highly conscientious broadcast licensees have always operated their stations has now increased to rather frightening proportions. . . . The position of the broadcast industry is that freedom of speech is threatened, and that the report definitely points the way to complete government control."

As a result of the Commission's action in placing on temporary licenses some 300 stations the property of those stations "is now in jeopardy," declared the Salt Lake City mayor—himself a pioneer broadcaster. He said that while a station licensee has no vested interest in a frequency "he does have a definite license-renewal expectancy, which is a valuable consideration."

He touched on civic broadcasts, said they are important but they have their limitations. Salt Lake City has, for instance, five stations and if each station presented three civic features daily, 15 programs are required. "How long does our critic think any such number of creditable and listenable features will be available in a city of our size?" he asked.

"The best program on the sched-

(*Continued on page 89*)

George Foster Peabody Awards

For Outstanding News Reporting—To CBS and "in particular to Mr. Paul White who has brought into action a reportorial team which is pre-eminent." Special citation to KRNT Des Moines for "its forethought and enterprise in sending a newscaster to New Mexico, there to record the only on-the-scene broadcast of the atomic bomb on trial."

For Outstanding Local Public Service—KOMA Oklahoma City, for its *Save a Life* series.

For Outstanding Regional Public Service—KFWB Hollywood for its coverage of San Francisco United Nations Conference through the program, *Toward a Better World.* Special citations to WOV New York and Arnold Hartley, WOV program director, for aiding the understanding of minority problems through *Mr. Colombo Discovers America.*

For Outstanding Entertainment in Drama (two awards)—Edgar Bergen "who has brought to the air a mimicry, an original wit and a power of characterization which are refreshing," and to Arch Oboler for his "pioneer and continuing efforts, imaginative and intelligent, not only to adapt drama to the requirements of radio, but to create a dramatic form especially for broadcasting."

For Outstanding Entertainment in Music (two awards)—NBC Symphony (sponsored by General Motors) and to Dr. Howard Hanson, Eastman School of Music, and WHAM Rochester.

For Outstanding Children's Program—To *We March With Faith*, produced by Mrs. A. Glenn Steel, radio director, Omaha Public Schools, in cooperation with *Omaha World-Herald.*

For Outstanding Educational Program—To *America's Town Meeting of the Air* (for second time, thus becoming first two-time Peabody winner).

2nd District Scans Religious Programs

Called Vulnerable Spot; Lea Bill Passage Is Hailed

GENERAL agreement that commercial religious programs form one of radio's most vulnerable spots, which may well be given major consideration by the FCC in its examination of station program operations in the public interest, was expressed by broadcasters attending the NAB District 2 meeting last Thursday and Friday at the Roosevelt Hotel, New York.

Topic was raised at the end of the first day's meeting, during the Small Market Stations session, when Michael R. Hanna, general manager of WHCU Ithica, which sells no religious time but apportions some three hours weekly among the religious groups of the community, decried such over-commercialization of religion as that of "one large station in an eastern city" which, he said, had sold nine hours of time to religious organizations in a single Sunday.

"I believe the function of radio in the religious sphere," Mr. Hanna said, "is to provide religious inspiration, not to promote any single faith."

Expressing general agreement with this view, George F. Bissell, head of WMFF Plattsburg, said that when his station declined to sell time to the city's ministerial association, to which time was regularly given, the group instead bought space in the city's newspaper. Kolin Hager, general manager of WGY Schenectady and NAB director representing the 2d District, who presided at the two-day meeting, urged all stations to examine their religious schedules with extreme care as self-protection against FCC criticism.

In the morning, NAB President Justin Miller and A. D. Willard, executive vice president, hailed passage of the Lea bill as radio's first major legislative victory and as signifying that Congress is not so unfriendly to the radio industry as many broadcasters had thought. It was announced that Mr. Miller had sought to get James C. Petrillo, AFM president, to attend the group's luncheon session on Friday, but had been unsuccessful because of Mr. Petrillo's motion picture negotiations.

Following luncheon with the Radio Executives Club of New York, Hugh Feltis, BMB president, reported that 53.2% of the ballots mailed out March 1 had been filled out and returned, with an average mention of five to six stations per ballot of those already tabulated. BMB's budget has been oversubscribed by $45,000, he said, with 725 stations and all four networks as members and with 40% of these fully paid up for two years, amounting to more than $800,000.

Sydney Kaye, executive vice president of BMI, urged stations to make greater use of their BMI music, citing the savings in music fees it had already given the industry and the protection it would be against unreasonable demands from ASCAP when it sets its license fees for the next nine years.

John Paine, general manager of ASCAP, said ASCAP wished to continue its present friendly relationship with radio and that if

(*Continued on page 90*)

KXOK

DELIVERS AN EXTRA

at no extra cost!

When it comes to making advertising dollars *act like twins*, it's smart time-buying to remember that KXOK delivers two markets instead of just one. KXOK (630 on the dial, 5,000 watts full time, interference free) delivers an important extra—*the sales-productive areas outside of Metropolitan St. Louis*, yet within the station's primary area—*at no extra cost*. . . Look at the coverage maps! Look at the rates! More and more radio-wise advertisers have been doing just that—and the result is a lengthening list of important advertisers on KXOK.

- ★ 630 KILOCYCLES
- ★ 5,000 WATTS
- ★ FULL TIME

KXOK

ST. LOUIS 1, MO.

Affiliate
AMERICAN BROADCASTING CO.

Owned and Operated by The St. Louis Star-Times

FOR COMPLETE DETAILS CALL A JOHN BLAIR REPRESENTATIVE

It happened on NBC

In the Beginning . . .

OCTOBER 7, 1941

"Red Skelton and Company" made its debut on NBC under the sponsorship of the Brown and Williamson Tobacco Corporation, selling Raleigh Cigarettes. Red leaped to immediate fame among NBC's top comedians.

JANUARY, 1943

Red won his all-time peak Hooper rating of 40.7 (exclusive of Eastern area). By this time he was also famous as a motion picture star, appearing in many Metro-Goldwyn-Mayer productions.*

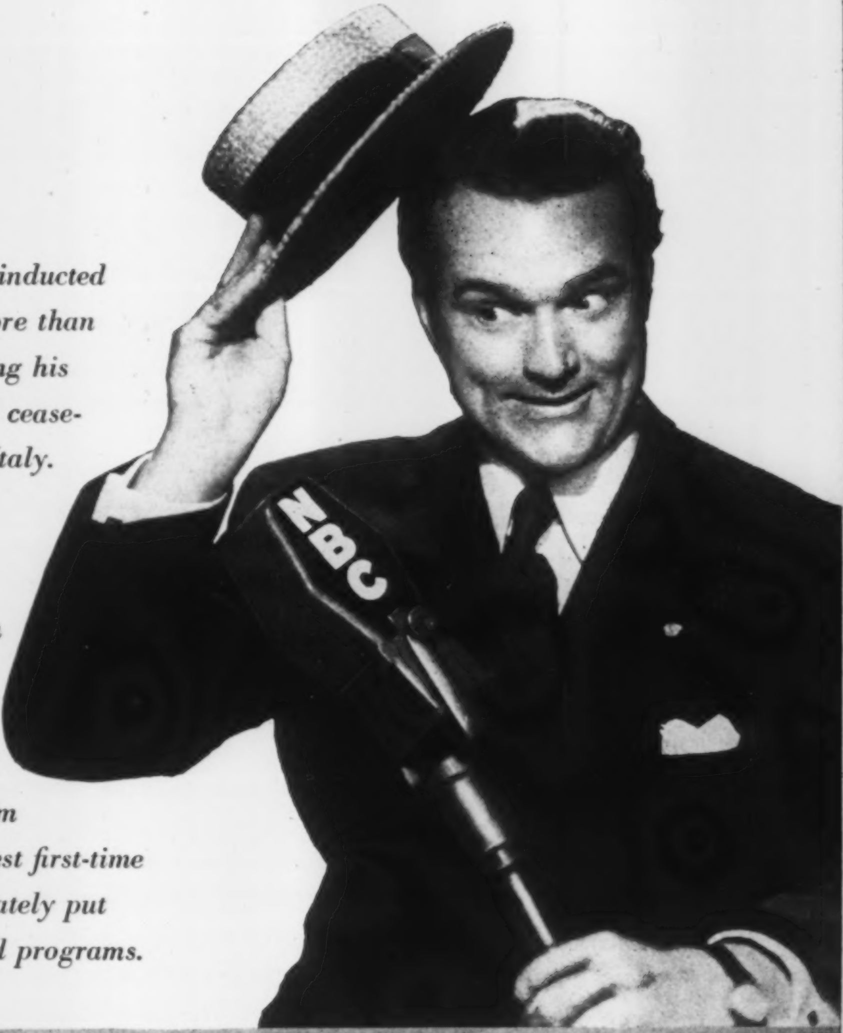
* On the present basis of computed ratings in the Eastern Time Zone, this is equal to a 32.4 rating.

► Red Skelton's heritage of humor is rich. His father, who died before Red was born, was a famous Hagenbeck and Wallace circus clown. His mother, too, was in show business. When he was ten years old, Red joined a medicine show at $1.00 a week. The next few years were spent with wandering stock companies and minstrel shows. At fourteen, Red was playing on a showboat, up and down the Ohio and Mississippi. Then came a period of clowning with the circus that remembered his father a generation before. At sixteen, Red won new fame as the nation's youngest burlesque comedian. A veteran with ten years of hard knocks and experience behind him, Red was 23 when he was first heard on NBC—on the Rudy Vallee show in 1936.

If Mark Twain and Horatio Alger had ever collaborated in writing a book they might easily have produced

AMERICA'S NO. I NETWOR

The Story of Red Skelton) NO. 11 OF A SERIES



Later . . .

JUNE, 1944

Like many other radio favorites, Red was inducted into the Army. Already he had played more than one thousand military engagements. During his eighteen months in the Army, Red worked ceaselessly—entertaining troops in Africa and Italy.

DECEMBER, 1945

After being hospitalized because of overwork, Red was honorably discharged from the Army. He returned to NBC in his present series with the same sponsor, same product, and same Tuesday night time. His millions of loyal listeners welcomed him back with a 24.8 Hooper rating—the highest first-time Hooper rating ever recorded. This immediately put him in third place among all Hooper-rated programs.

a best-seller that would parallel the real life story of Red Skelton. Red's Clem Kadiddlehopper, Willie Lump Lump and Junior, the "mean widdle kid," bring to modern radio a rich, earthy fun that stems directly from those earlier and typically American institutions, the minstrel and medicine shows, the showboat and the circus.

Red's most famous line, "I dood it," was the slogan of many an American fighting unit during the war. General Doolittle's Tokyo raid was headlined by an American newspaper: "Doolittle Dood It."

To reach maturity, the native American talent of Red Skelton required the greatest and widest possible American audience. It found just that on NBC, with its superlative facilities, its vast listening audience, and the friendly association of other great shows heard on NBC.

NBC
A Service of Radio
rporation of America

. . . the National Broadcasting Company

How to Build Participation Programs

Seven Points Listed for Success Of Popular Broadcast

By GEORGE W. ALLEN
Director, CBS Pacific Network Programs

GEORGE W. ALLEN, director of CBS Pacific Network Programs, designed "Meet the Missus," cooperatively sponsored on CBS western stations, Mon. through Fri., 2:30-3 p.m. (PST), which started as sustainer in August 1944 and six months later was completely sponsored. Before going West in July 1944, Mr. Allen spent six years as program director of WABC New York, where he developed "Missus Goes A-Shopping," another successful audience participation program. His experience includes assignments as head of radio production for J. Walter Thompson Co., Chicago producer with Benton & Bowles, New York, and radio director of J. Stirling Getchell, New York. A native of Spokane he attended U. of Washington, Seattle, and Bush Music Conservatory, Chicago. For three years, 1938-40, he won National Education Award.

AUDIENCE participation programs have grown to such popularity some believe their growth just happened. It's really a development covering 10 years, from the early "man-in-the-street" broadcast and the original "vox pop" program. Participation programs have progressed through several stages of human interest to present cycle of prizes.

Present participation format must be evolved with care. For facile consideration, the subject should be divided into seven sections: design of program, master of ceremonies, preparation, stage handling, script, taboos and warm-up.

Half-Hour Better

DESIGN OF PROGRAM: In conception, a 15-minute period is more restricting form than half-hour. In building a 15-minute sustainer, I would suggest use of four spots. For sponsored programs, I suggest a three-spot program with some form of human interest sequence in the middle. We have used "Lover's Lane" which features the youngest and eldest married couples present; "Court of Honor" is an amusing device for quick interviews with groups like traffic ticket holders.

In our experience, we have found a half-hour program using longer spots allows more flexibility and develops more human interest.

In either type of program, the first spot should have some element of challenge for the listener—a question to answer or a situation in which the listener can visualize himself. Your closing spot should have some form of action and can be more visual. We have found that the "question of the day" gives your listener something to think about and gives program continuity inasmuch as you ask each contestant for an answer. The drawback of this question technique is that it slows your program.

Built Around M.C.

MASTER OF CEREMONIES: Fundamentally, *Meet the Missus* is designed to play for "fun" and the soft spots such as "Lover's Lane" and "Serviceman's Letter" are simply for contrast. Pitch of this program is fun because we built it around an m.c. who is a semi-vaudeville type of sharp comedian. It is necessary to build your programs around your m.c. If you have a big, laughing "slow Joe" you won't try anything too smart or sophisticated.

PREPARATION: Ideal situation is for the m.c. to originate his own material. Then he knows his spots backwards and forwards. Yet it is our experience that whoever writes the program should have collaboration help.

Advantage of collaboration is that in development of the gag you discover the ways "not to do a spot." Thus your m.c. is able to avoid most of the pitfalls because they have been anticipated.

We have found it possible to get a lot of ideas from the program's entire organization. These ideas have to be kicked around and put into shape. If it is within company policy, a premium for contribution of ideas would naturally encourage material. At the same time we discourage ideas from general listeners because it can lead to many complications and suits.

May Need Writer

If you find your m.c. is not a dynamic, creative source of material, then you will find it best to use a head-writer. But your m.c. should work closely with him. We have used one person for purchasing prizes and another for "bird-dogging" activities. "Bird-dogging" involves securing "names" for appearances, getting free prizes and general program promotion, such as working out spots with the circus when it's in town.

STAGE HANDLING: It is wise to hold several practice runs before hitting the air. This allows your m.c. to become familiar with program pattern and smooths out production mechanics. Your announcer or another staff member will be valuable to introduce guests, blindfold people, bring up prizes.

Various Types

TYPE OF SPOTS: (A) Short, fun spot, often good as opener, may be built around tongue twister, sound effects or any audible device. Frankly these are some of the toughest to build. Some m.c.'s work a tongue twister easily; others may be hopeless.

(B) Husband and Wife Spots: Establish premise as knowing husband for 25 years. Then spring trap by placing them back to back. Ask them to describe each other so that Police Dept. could identify either of them.

(C) People who "want to be" or "think they are" writers, actors, singers, having committed themselves, place them under difficulties. Have them sing first line of a song with two crackers in their mouths, second line with more crackers.

(D) Story telling or gossip, using several women. M.c. tells first humorous story; first tells second and second tells third. Only one woman is within earshot of telling at a time. It's amazing how people scramble retelling.

SCRIPT: Amount of script necessary for an m.c. will vary. With one man, little may be necessary, save for cue line indicating type of spot. With another it may be necessary to skeletonize given stunt with:

1. Interview.
2. Trap (getting people to commit themselves).
3. Springboard into gag (today we want to demonstrate).
4. Actual stunt.
5. Pay-off (your m.c. has to know when a gag has reached peak).

TABOOS: These are fundamental but worth listing.

1. Don't make fun of people's names unless they initiate idea.
2. Don't make fun of accents or nationality.
3. Avoid derogatory remarks on appearance.
4. Don't insult people in bunches. (i.e. An m.c. cracked, "I wouldn't follow a plow if Hedy LaMarr was pulling it.")
5. Don't hesitate to wind up spot without playing it out if you discover contestant is given to smutty language or some such shortcoming.

Warm-up Important

WARM UP: This grooves the audience. Most successful type of warm-up is one which combine gags with selection of contestants, with result audience never knows whether you're selecting contestant or pulling stunt.

It is well to keep hunting until you find best person available. Too many m.c.'s allow people whom they contact in audience to trap them into selection. If you want a gabby woman, ask for a show of hands among women considering themselves the gabbiest. Hold gabby contest and select one. Then she's on spot to deliver.

Object of warm-up is to get people used to their neighbors so they work with a sense of mob spirit. In our warm-up we have announcer open show by selecting a court of honor, oldest married couple, or serviceman to write a letter home. Then he introduces the m.c. who qualifies contestants and sustains jovial mood. M.c. should be audible to whole audience at all times. Conversing quietly with anyone or a small group of people will cool audience rapidly.

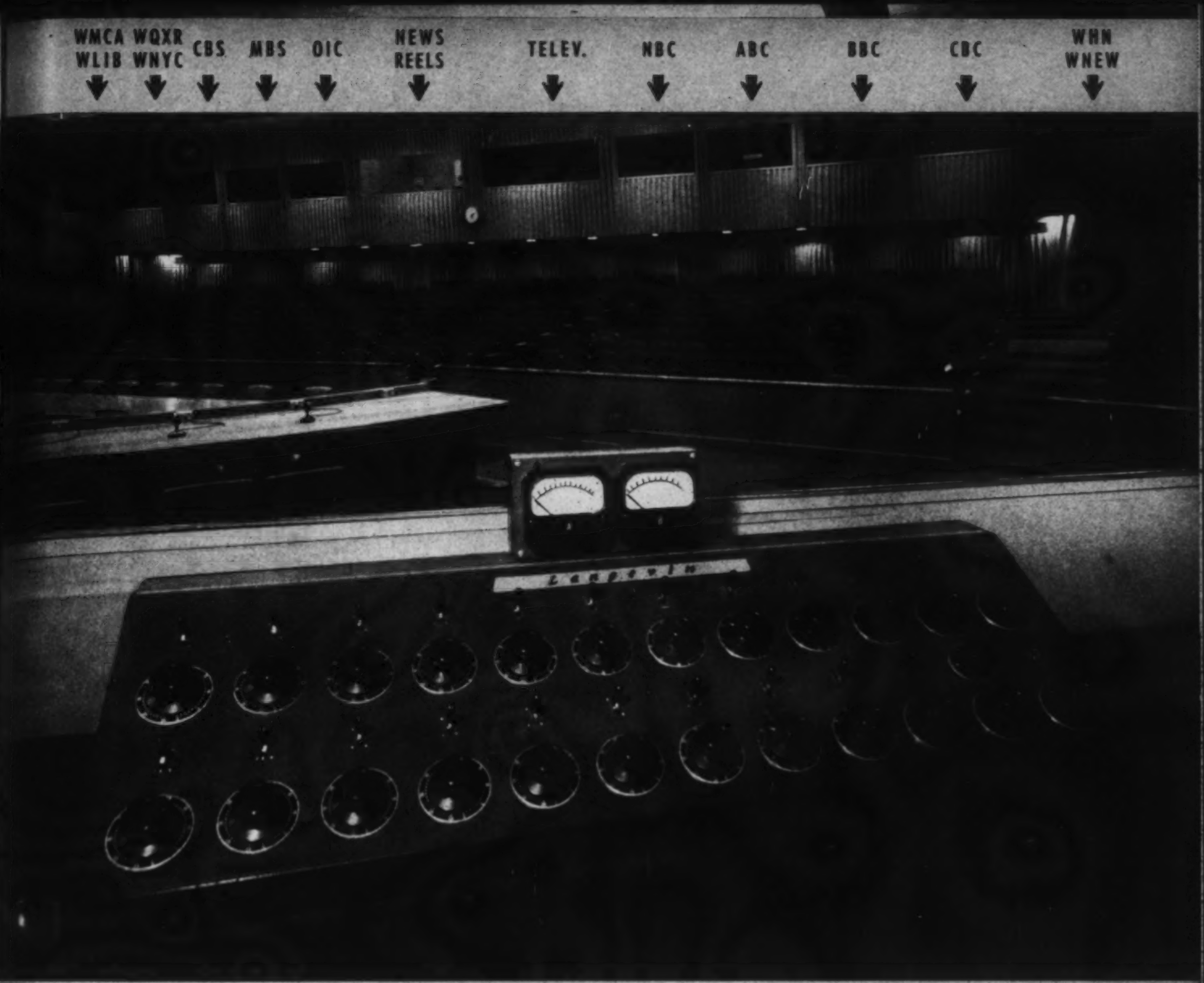
Mr. Allen

With people well prepared after selection, you can generally get a good performance out of them. The clever m.c. makes his contestants look funny instead of being the comedian himself. If you aren't unsold on audience participation programs by now and insist upon adopting one, feel free to direct your queries this way.

Tupper Receives DSM For Army Radio Deeds

BRIG. GEN. TRISTRAM TUPPER, former public relations officer, 6th Army Group, last week was awarded the Distinguished Service Medal for "exceptionally meritorious service from September 1944 to May 1945." The citation further states that "he accompanied the officers and men of his organization in the initial assault during the landings in southern France and promptly established radio communications from the deck of a landing ship just off the beach. Later a live radio broadcast was established for transmitting from the beachhead to the United States. He strove unceasingly and with outstanding success to provide the most extensive and efficient public relations facilities.

"Through his efforts in planning and producing hometown releases (recordings) in tremendous numbers, ties between overseas troops and their homes were greatly strengthened. He opened new facilities to our French allies for news gathering and dissemination, rendering a distinguished contribution to the cementing of French and American relations."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WNYC
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As The World Listens...

. . . to the United Nations Security Council in session, whether by radio, by television, or by newsreel, it is listening through the latest in audio facilities. The entire system in the Security Council Chamber, which feeds all services, is Langevin engineered, designed and manufactured, with the exception of the microphones which are Western Electric.

The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK, 37 W 65 St., 23 · SAN FRANCISCO, 1050 Howard St., 3 · LOS ANGELES, 1000 N Seward St., 38

CLEVELAND PRESS RADIO POLL

Proves

WJW LOCAL PROGRAMS TOP ALL STATIONS

Radio by STANLEY ANDERSON

Station WJW Gets Most Points in Press 1946 Local Radio Poll

WJW, Cleveland's ABC outlet, chalked up the greatest number of points in The Press 1946 Local Radio Poll. Based upon the number of first, second and third places accumulated, Bill O'Neil's station came up with 44 points.

WGAR, the CBS affiliate, moved into second place with 2 points, while WHK (Mutual) and WTAM (NBC) tied for third place with 20 points.

Dialers gave WJW seven out of 19 first places. WGAR, WTAM and WHK tied with four firsts each. Best Program, All Classes, went to WJW for its Clambake, which nosed out WHK's In a Nutshell. Best Performer, All Classes, was WHK's Rance Valentine, who barely shoved out WJW's Howie Lund and Don Bell.

Ballots indicated that dialers are not unaware of local programs. For instance over 60 shows were named for Best Program honors. More than 40 individuals were named in the Best Performer category.

Top honors, Lowever, went to the following, in the order named and with ties indicated:

Best Program, All Classes

1: Clambake, WJW.
2: In a Nutshell, WHK.
3: This Is Goodnight, WJW.
4: Bandstand, WJW.
5: Serenade for Smoothies, WGAR.

Women's Programs

1: Women's Club, WTAM.
2: Women's Page, WJW.
3: Lady Fare, WHK.
4: Armchair Planning, WTAM.
5: Esther Mullin, WGAR.

Children's Programs

1: Charming Children, WHK.
2: Fairytale Theater, WGAR.
3: Golden Keys, WJW.
4: Uncle Henry's Dog Club. WTAM.

Public Service Programs

1: City Club, WGAR.
2: Minority Opinion, WJW.
3: Bungalow for Joe, WHK.
4: WRU Round Table, WGAR.
5: Modern Farmer, WTAM.

Daytime Programs Weekday

1: Clambake, WJW.
2: Don's Early Light, WJW.
3: Bandstand, WJW.
4: Tello-Test, WJW.
5: Range Riders, WGAR.
Aristocrats, WGAR.

Daytime Programs, Week-End

1: Big Broadcast, WHK.
2: City Club, WGAR.
3: Barn Dance Preview, WJW.
4: Sohio News, WTAM.
5: Brooke Taylor, WJW.

Night Programs, Weekday

1: This is Goodnight, WJW.
2: Campfire Melodies, WJW.
3: In a Nutshell, WHK.
4: Quiz of Two Cities, WGAR.
5: Tom Manning.

Night Programs, Week-End

1: Barn Dance Jamboree, WJW.
2: Serenade for Smoothies, WGAR.
3: Henry George, WTAM.
4: Cleveland Orchestra, WHK.
5: Irish Hour, WHK.

Record Shows

1: Bandstand, WJW.
2: Don's Early Light, WJW.
3: Rhythm Club, WGAR.
4: Impressions in Wax, WGAR.
5: Melody Time, WJW.

Individual Performers

1: Rance Valentine, WHK.
2: Howie Lund, WJW.
3: Don Bell, WJW.
4: Pappy Howard, WJW.
5: Tom Manning, WTAM.

Male Vocalist

1: Dick O'Heren, WHK.
2: Reg Merridew, WGAR.
3: Pappy Howard, WJW.
4: Tommy Terrell, WGAR.
5: Pie Plant Pete, WJW.

Female Vocalist

1: Judy Dell, WGAR.
2: Tex Anne, WJW.
3: Dorotha Brooks, WTAM.
Nina Ruvinoff, WTAM.
4: Ginny Alvarez, WHK.
5: Marian Brent, WGAR.

Instrumental Soloists

1: Henry Pildner, WGAR.
2: Dorothy Crandall, WTAM.
Walter Trimmer, WJW.
3: Earl Rohlf, WHK.
4: Hank Kahoot, WHK.
5: Nell Riggs, WHK.

Live Musical Programs

1: Serenade for Smoothies, WGAR.
2: Range Riders, WGAR.
3: Henry George, WTAM.
4: Sammy Watkins, WTAM.
5: Cleveland Orchestra.

Studio Announcers

1: Howie Lund, WJW.

Daytime Programs, Weekday —WJW takes the first four out of five places, with Clambake on top.

Best Program, all classes — WJW takes not only Best program but three places in these five listings.

Night Programs, Weekday — First and second in another field of five give WJW top spot.

Night Programs, Week-end — Discriminating Cleveland audiences vote WJW's Barn Dance Jamboree first in weekend entertainment.

Record Shows — Here WJW takes three out of five ratings, first, second and fifth places.

FLASH! Latest authoritative reports show that WJW has a larger Cleveland morning audience and a larger Cleveland afternoon audience than any other radio station.

Mrs. Fuldheim

Mr. Lund

Mr. O'Heren

Mr. Pildner

CLEVELAND'S RADIO FAVORITES are named in the 1946 Press Local Radio Poll. Four of those getting honor berths are Dorothy Fuldheim, WJW's news analyst; Henry Pildner, WGAR's musical director; Dick O'Heren, WHK's Irish tenor, and Howie Lund, WJW's announcer and platter jockey.

2: Tom Manning, WTAM.
3: Don Bell, WJW.
4: Bob Ledyard, WJW.
5: Stan Peyton, WJW.

Sportscasters

1: Tom Manning, WTAM.
2: Earl Harper, WJW.
3: Bob Neal, WGAR.
4: Jack Graney (no affiliation).

News Reporters

1: Wayne Johnson, WTAM.
2: Jim Martin, WGAR.
3: Bill Mayers, WGAR.
4: Murray Young, WHK.
5: Marvin Cade, WJW.

News Analysts

1: Dorothy Fuldheim, WJW
2: Ed Wallace, WTAM.
3: Murray Young, WHK.

Least Offensive Commercials

1: Sohio, WTAM.
2: Burrows, WHK and WGAR.
3: Ohio Bell, WGAR.
4: Marshall's, WJW.
5: Tavlor's, WHK.

In the last category on the ballots, What New Program Would You Like, there were more suggestions than all the program managers in the country could shake sticks at. Greatest cry was for the following, in the order of listing:

Baseball, book reviews, classical records, setting-up exercises, more general sports, drama, and educational features. This column will treat these suggestions more extensively at a later date.

The highest number of votes were polled for winners in these categories, again in the order named: Sportscasters, records, news analysts, children's programs, night week-end and male vocalists. Lowest number of votes for winners were cast for daytime week-end programs and female vocalists.

For his own information and guidance . . . Stanley Anderson . . . noted radio columnist on Cleveland's largest local-circulation newspaper . . . conducted the completely independent city-wide listener poll which appears on these pages.

8 STAR FINAL

The listing reproduced here credits JUDY DELL to another station. Proper credit gives WJW 8 firsts in 19 classifications, changes the rating points to

WJW 47
2nd station 26
3rd station } . . . 20
4th station }

WJW is a 2 to 1 choice for listeners and advertisers in the great Cleveland market.

Studio Announcers — Howie Lund, pictured above and three other popular WJW announcers take a smashing four out of five.

Dorothy Fuldheim, Commentator-News Analyst would be a "first" on any station. She helps WJW lead "all the rest."

Female Vocalist — Judy Dell is credited to another station. WJW, where she belongs, is proud that she is "as sweet as her songs".

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watt
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FIRST FACTS

The first derby hat was made by James Knapp of South Norwalk, Conn. in 1850. It was named after the Derby in England.

The first broadcast of a children's program was heard over WIP in 1922.

POEMS FOR CHILDREN

WIP WAS THE *FIRST* RADIO STATION IN PHILADELPHIA

WIP IS *FIRST* IN THE NUMBER OF LOCAL ADVERTISERS

610 K. C.
•
MUTUAL'S 3rd MARKET AFFILIATE
•
5000 WATTS
•
REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.

PHILADELPHIA'S PIONEER VOICE
WIP
WIBG
24 HOURS EVERY DAY
WIP - FM

IER Sessions to Start Friday; Wis., Okla. U. Plan Institutes

SIXTEENTH Annual Institute for Education by Radio, under sponsorship of Ohio State U., is scheduled to get underway next Friday at Columbus with an expected registration of over 1,500 persons.

The four-day sessions, May 3-6, will be held in Deshler-Wallick and Neil House Hotels with Dr. I. Keith Tyler, head of radio education at OSU, as chairman of the Institute. More than 100 national and international speakers will be heard at over 30 different meetings [BROADCASTING, April 22].

Following release of program last week, OSU has announced that Dr. Tyler and his wife, Margaret Carey Tyler, supervisor of WOSU *School of the Air* broadcasts will speak for educators in several sessions, and Harold K. Schellenger, director of public relations at OSU, is to discuss the use of radio scripts on the college public relations panel.

Famine Panel

"Radio's Role on the Food Front," is to be theme of panel next Saturday evening, 8 p. m., under chairmanship of Alma Ketchell, WJZ New York, president of the Assn. of Women Directors. Speakers are to be Chester Davis, organizing chairman, Famine Emergency Committee, and president, Federal Reserve Bank, St. Louis; and Paul S. Willis, president, Grocery Manufacturers of America Inc.

* * *

FCC Comr. Clifford J. Durr and Charles Siepmann, former FCC aide and recently appointed to faculty of New York University, will appear on another university radio institute. According to H. B. McCarty, director of the division on radio education, U. of Wisconsin, they are included in the University's working conference on public service broadcasts scheduled July 29-Aug. 9 in Madison.

Comr. Durr and Mr. Siepmann more currently are to be at the Institute for Education by Radio May 3-6 when the FCC's Blue Book will be debated [BROADCASTING, April 22].

Educational Topics

The U. of Wisconsin Institute is intended primarily for persons concerned with educational programs with special attention given to FM.

Slated to appear are:

Andrew Allan, CBC drama supervisor; Erik Barnouw, writer-director; Gerard Bartell, "Wisconsin School of the Air" production chief; Comr. Durr; Mr. Siepmann; Walter B. Emery, FCC attorney; C. M. Jansky Jr., Jansky & Bailey, radio engineer; Wm. B. Levenson, director of the Cleveland school broadcasts; Ola Hiller, radio director in the Pontiac, Mich., schools.

Mr. McCarty also announced that the University's eight-week summer session, June 24-Aug. 16, will offer study in elements of broadcasting, radio workshop, radio and society, radio news writing, and classroom use of radio. Students in these courses are eligible to attend the July 29-Aug. 3 institute.

* * *

SUMMER institute on "The Radio Station in America" has been scheduled June 24-July 3 at the U. of Oklahoma at Norman. The announcement by Sherman P. Lawton, coordinator of radio instruction at the University, stated that sessions are for teachers, advanced radio students and junior members of radio station staffs.

Subjects will cover commercial, production, engineering and other aspects of radio work as well as the different types of broadcasting. Speakers and instructors include station and allied industry representatives in that region. These include, according to the tentative program released:

John Dunn, manager, WNAD Norman; Robert T. Enoch, manager, KTOK Oklahoma City; Paul Beunning, production manager, KOCY Oklahoma City; G. W. Brock, chief engineer, KOCY; Ray G. Bowman, production manager, KGFF Shawnee; Maxine Eddy, KGFF manager; Zaida Porter, KGFF; White Whitley, KGFF; Julie Benell, women's editor, WKY Oklahoma City; John Steele, KSWO Lawton manager, and staff; Webster Benham, sales department, KOMA Oklahoma City; George Tarter, commercial manager, KOCY; Hoyt Andres, production manager, WKY; Allan Page, production manager, KOMA; Jerry Marx, news director, KOMA; Harold Haisell, Erwin, Wasey Adv. Agency, Oklahoma City; Mrs. Elaine Tucker, Classen High School, Oklahoma City; Dr. Alice Sowers, director, Family Life Institute, U. of Oklahoma; Mrs. Ruth Ferris, special assistant professor in journalism, U. of Oklahoma; Ben Henecke, U. of Tulsa; Monty Mann, president, Southwestern Assn. of Adv. Agencies, and Tracy-Locke Agency, Dallas, Tex.

New Assignments Made At 'The Stuart Stations'

NATIONAL sales for KOIL Omaha, KFOR Lincoln, Neb., and WDGY Minneapolis, now known under trade title of The Stuart Stations, has been placed under the charge of Forrest H. (Frosty) Blair, according to announcement last week by Gordon Gray, vice president and general manager [BROADCASTING, April 22]. WDGY was acquired for $301,000 by the Stuart brothers from the estate of Dr. George W. Young through Twin Cities Broadcasting Corp. [BROADCASTING, April 15].

Charles W. Winkler has been named chief engineer and Angus M. Nicoll promotion and merchandising manager for the three station setup. New to the organization is Craig Campbell, newspaper and radio newsman, appointed to head new and enlarged news department of WDGY. Succeeding Harry Peck as KOIL special events director is Virgil Sharpe, now KOIL news chief. Mr. Peck is now KFOR station manager.

Bayer Tablets Aspirin Genuine
BEECH-NUT GUM
TUMS

COLGATE RIBBON DENTAL CREAM
RIBBON DENTAL CREAM

NASHVILLE DRUG HEAD SAYS SALES POWER OF RADIO "UNBELIEVABLE"

For drug products, radio advertising is more effective than all other forms of advertising put together, according to Robert W. Bond, president of the Nashville Retail Druggists Association.

"As soon as an item is advertised on the radio, the sale of that item is assured," Dr. Bond said in an interview with a WLAC representative.

Observation of customer inquiries during many years in the drug business, both in busy uptown drug counters and in a large suburban store which he owned, has convinced Dr. Bond that radio-advertised products are the ones that will move fastest in a drug store.

"Heard It On the Radio"

"Just about every third person that walks into a drug store greets the druggist with the statement, 'I heard about that on the radio, and I'd like to try it'," he said. "That has become almost the stock way customers greet druggists before buying a product."

Dr. Bond said he had found that radio-advertised products are fastest moving and the ones customers continue to ask about—not only in his own store but also in other stores. He said drug wholesalers repeatedly have told him the same thing.

"Gets a Better Sale"

"It's true of every type of product sold in the drug store, too," he added. "Every radio advertised product, from cough drops to cosmetics, gets a better sale than those that are not advertised by radio."

Dr. Bond said products not advertised by radio "just die on the vine, so to speak." He pointed out that alert druggists keep their radio-advertised products prominently displayed to get the greatest possible advantage of the thousands of dollars that have been spent to sell those products to the consumers.

Customers Mention Radio

"The power radio has is almost unbelievable," he said. "You never hear customers mention having seen a product advertised in other media; it's always, 'I heard that advertised on the radio'."

—*(Reprinted from "Sales Power" WLAC's Drug newspaper.)*

HAIR
ARRID
EX-LAX
IY IRONIZED YEAST
Allenru
NOXZEMA SKIN CREAM
Evening in Paris

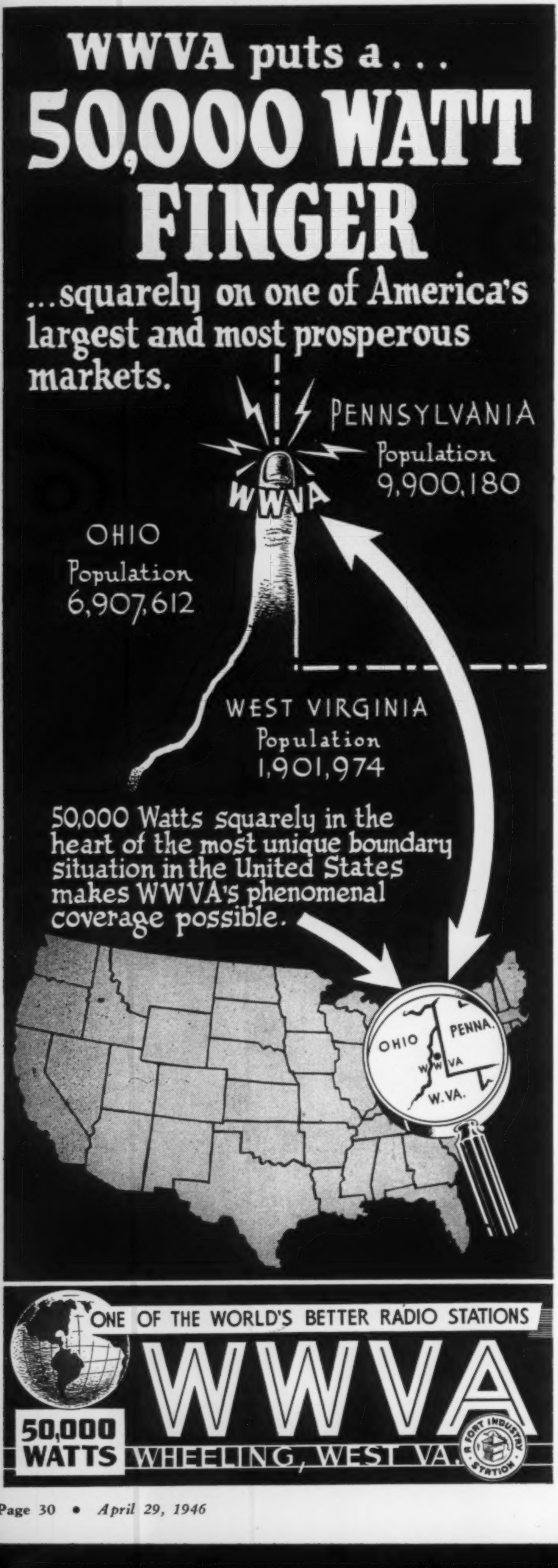
Rexall DRUGS
BiSoDoL MINTS
CAMEL TURKISH & DOMESTIC BLEND CIGARETTES
Dr. Pierce's Golden Medical Discovery GMD
PHILIP MORRIS & Co. Ltd. Inc.
Quink
LISTERINE TOOTH POWDER

CARTER'S LITTLE LIVER PILLS
A LAXATIVE AIDING BILE FLOW
NOT FOR DISEASES OF THE LIVER EXCEPT THOSE HELPED BY BETTER BILE FLOW

WLAC NASHVILLE

50,000 WATTS
REPRESENTED BY THE PAUL H. RAYMER CO.

"Gateway to the Rich Tennessee Valley"



WWVA puts a . . .

50,000 WATT FINGER

. . . squarely on one of America's largest and most prosperous markets.

50,000 Watts squarely in the heart of the most unique boundary situation in the United States makes WWVA's phenomenal coverage possible.

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

A FORT INDUSTRY STATION

FMBI Conferring Next Week On Possible Break from NAB

BOARD of Directors of FM Broadcasters Inc. will meet in Washington May 9 to decide whether it wants to continue the present trial marriage with NAB. The arrangement is known to be unsatisfactory to some FMBI members.

Joint FM Executive Committee of NAB, which set up the wedding plans last November, will meet May 10 to consider whatever action the FMBI board takes May 9.

Should the FMBI board decide that it is pleased with the present state of industry wedlock, then it faces a decision on the future of FMBI. Dissolution of FMBI would be likely in such case, with the subject coming before FMBI's annual membership meeting to be held Oct. 21-24 in Chicago at the same time as the NAB convention.

But should the board favor divorcement from NAB, it will go into the idea of reviving FMBI on a going basis for its 139 members.

The joint executive committee's tentative agenda calls for consideration of program plans for the NAB and FMBI meetings in October. FMBI held no meeting last year, conducting a mail ballot on industry questions.

Objective Attained

FMBI was created orginally to campaign for suitable and adequate space in the spectrum for the new FM medium. With FCC having allocated the 88-108 mc band, FMBI's work was concentrated on general promotion of FM. Feeling is noted among some FM stations that promotion activities of NAB in their behalf have not come up to expectations.

Members of the FMBI board, which meets at the Mayflower Hotel, Washington, are: Walter J. Damm, WTMJ-FM, Milwaukee, president; Wayne Coy, W3XO (WINX) Washington, vice president; Arthur B. Church, KMBC-FM Kansas City; W. R. David, WGFM (WGY) Schenectady; Gordon Gray, WMIT (WSJS) Winston-Salem; G. E. Gustafson, WWZR (Zenith Radio Corp.) Chicago; C. M. Jansky Jr., consulting engineer, Washington; G. W. Lang, WGNB (WGN) Chicago; Clarence Leich, WMLL (WGBF) Evansville, Ind.; Dr. Ray H. Manson, WHFM, Stromberg-Carlson Co. (WHAM), Rochester; Cecil D. Mastin, WNBF-FM Binghamton; C. W. Myers, KOIN Portland; John Shepard 3d, WMTW (WNAC) Boston; Theodore C. Streibert, WBAM (WOR) New York.

Members of the NAB FM Executive Committee, which meets at the Statler Hotel, Washington, are: For FM, Messrs. Damm, Shepard, Coy and Gray; for NAB, Paul W. Morency, WTIC Hartford; Leslie C. Johnson, WHBF Rock Island, Ill.; Frank Stanton, CBS.

Double Trouble

OLD MAN JINX batted .500 in attempting to stop WDAY Fargo, N. D., over the Easter weekend. Easter morning a break in an ammonia line to a water cooler with escaping gas fumes would have thwarted WDAY, except for the timely-arrival of gas-masked firemen and the tenacity of the station's announcer and operator. However, neither the firemen nor fortitude of the employes could help the next morning when lightning struck the transmitter, burned out a circuit, and delayed the sign-on for 45 minutes.

Broadcasters Included As Forrestal Advisors

LEADERS in the broadcasting field are included in a Navy Civilian Advisory Committee named last Thursday as advisors to Secretary of the Navy James Forrestal. The committee, first of its kind in naval history, includes more than 40 persons who conferred with the Secretary, Fleet Admr. Chester W. Nimitz, and other naval officials aboard the aircraft carrier *USS Tarawa* in New York Harbor Friday and Saturday.

Aim of the group is to advise the Navy on matters of policy and program dealing with the non-military phases of a serviceman's life.

Broadcasters serving on the committee include:

Robert H. Hinckley, ABC vice president; Frank Stanton, CBS president; Niles Trammell, NBC president; Gardner Cowles Jr., president of The Cowles Stations; Palmer Hoyt, editor and publisher of *Denver Post* and former general manager of *Portland Oregonian*, owner of KGW Portland; J. Raymond Walsh, commentator of WMCA New York.

Wood Takes News Post Under WOR Expansion

ROBERT S. WOOD, former director of news at WTOP Washington, has been appointed news room manager of WOR New York, a position newly created as part of an announced WOR news expansion program.

Mr. Wood once was assistant managing editor of the *New York World*, a member of the staff of the *London Times*, former publisher of *Radio Guide*, and assistant director of news and public affairs for CBS.

In Radio it pays to buy the "hot" spot programs!
Ready-built Audiences
Popular Local Talent
Market Tested
Better Merchandising
Locally Produced
Top Ratings

● In every market there are some locally produced "hot" Spot Programs—maybe a fifteen-minute newscast, perhaps a half-hour musical or a hillbilly show—that are often better than others. One advantage of *flexible* Spot Broadcasting is that you can buy just these market-tested Spot Programs . . . *never being forced to take others.*

● No wonder then that more and more leading advertisers are taking the gamble out of radio by buying *pre-tested* shows. They know it pays to play to ready-built audiences in markets of their choice.

● If you have goods to sell, there should be a lesson in this for you. If you are preparing to open new markets—or bolster old ones—call a John Blair man today! He knows the *hottest programs* . . . on the *hottest stations* . . . in the *hottest markets.* And he's prepared to help you build better sales.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

UNITED - REXALL CO. APPOINTS BURNS LEE

BURNS W. LEE, formerly national publicity director of Benton & Bowles, and more recently a Marine Corps public relations officer, has been appointed to newly-created post of public relations manager of United-Rexall Drug Co. He is headquartered in firm's Los Angeles national advertising offices. Appointment was announced by Thomas R. Lane, director of sales promotion and advertising.

Mr. Lee

With background of eleven years experience in public relations and publicity, Mr. Lee was with Benton & Bowles for more than six years, in charge of West Coast public relations before becoming national director. With war outbreak, he joined the U. S. Treasury Dept. War Savings staff press section as a senior advertising specialist. Mr. Lee was commissioned a Marine Corps public relations officer in early 1943 and served overseas with Fifth Marine Division.

New Treasury Discs

NEW series of transcriptions for Treasury's June promotion of savings bonds is being produced by Allen de Castro, vice president and radio director of Joseph Katz Co. Famed personalities appear on two packages of transcribed programs, each package consisting of 12 five-minute interviews. Questions will be read from script by stations, filling in blanks between interviewees answers. "Back Your Future" will be theme of June drive.

SCIENTIFIC UNION TO MEET WITH IRE

JOINT meeting of the International Scientific Radio Union, American Section, and Institute of Radio Engineers will be held May 2-4 in Washington. First two days will cover radar, tropospheric propagation, ionospheric propagation and theory, instruments and measurements, with meetings to be held in the Interior Dept. auditorium.

Third day will be devoted to principles and circuit elements, and antennas. Meetings will be held in the Hall of Government, George Washington U. Because of the large number of papers scheduled, each will be limited to 15 minutes.

DUE to current grain shortage Pabst Sales Co., Milwaukee, sponsoring the New York Giants baseball games on WMCA New York on alternate days, has switched commercials to Hoffman's gingerale and club soda. Agency is Warwick & Legler, New York.

NEWSROOM GADGETS

WCKY Devices Aid Operations; New Roll-Holder

Meredith Davis shows paper roll gadget.

GADGETEERING newsmen of WCKY Cincinnati have a couple of ingenious ideas they are willing to pass along to other stations.

First is a roll-holder for typewriters to supply a continuous sheet for a complete newscast—carbon and all. The dime-store gadget (see photo) uses tail ends of teletype rolls. It is merely a toy building part screwed on the carriage. Inventor is Meredith Davis, news writer and ex-sailor.

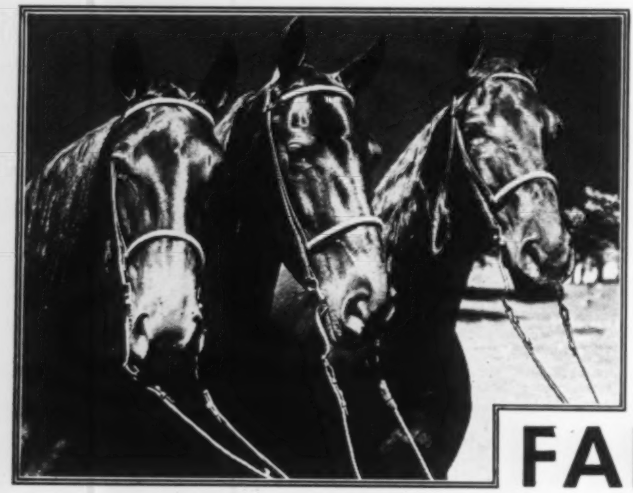
Second device is a platform built on auto valve springs. Teletypes are placed on these platforms to reduce vibration. The machines sway a bit, but when teletypes are located right in the newsroom WCKY employes say this annoyance is trivial in view of the relief from "pounding."

FM Proven Superior for Automobile Receivers

DRAMATIC demonstration of the ability of FM signals in the 100 mc region to cut through shadowing and come in strong in areas where fading might be expected was given recently by Capt. W. G. H. Finch, owner of WGHF New York, FM station. A car equipped with a link police receiver converted to receive the WGHF test signal, broadcast with 1 kw power at 99.7 mc, was driven around Manhattan, in thick traffic, through tunnels and behind other obstructions completely shielding the car from the transmitter, with no fading noticeable.

Capt. Finch pointed out that this was particularly remarkable because the receiver had only a 12.5 kc swing in either direction in place of the 75 kc swing each way of a normal FM receiver, and because the car antenna was vertical while the transmitter was horizontally polarized. A similar demonstration was given FCC Commissioners Denny, Jett and Walker on April 12, Capt. Finch said.

AL ANDERSON, music editor of "Song Hits" magazine, New York, starting May 7 will conduct a series of jazz record analysis broadcasts on WNYC New York, Tuesdays, 6:15-6:45 p.m.



FARMING makes millions for the NASHVILLE area

Fine horses, cattle and other products brought over 120 million dollars to farmers of the rich Nashville area during 1944. . . . Thus farm families are an important part of the more than one million people in this market area, and farm incomes add to the more than 350 million dollars spent annually in retail stores before the war years. . . . The primary area of WSIX covers a large part of this sales territory with the top programs of American and Mutual. . . . Get your share of this rich market with an advertising message broadcast economically over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN • MUTUAL

Represented Nationally By
THE KATZ AGENCY, INC.

5,000 WATTS—980 KILOCYCLES

WSIX gives you all three:
Market, Coverage, Economy

YES! JOHN BLAIR..

it DOES pay to buy "HOT" Spot Programs

. . . and WOW HAS E'M

They PRODUCE

Here's PROOF

- The Fair Store received mail orders for 1055 pairs of overalls from a one-time commercial on the 5-minute, 6:55 A.M. show "Fair Store Reveille".
- C. A. Swanson & Sons has a dealer near Pender, Nebraska, who sells frozen, cut-up frying chickens to *farmers having flocks of chickens in their own yards!* This is the result of "The Little Song Shop", local program on WOW, 7:15 A.M. three days a week.
- "Meet Me at Hinky-Dinky" draws 300 to 500 housewives a day into Hinky-Dinky Stores. It's a three-a-week quarter hour audience participation show, starring Lyle DeMoss.
- The above are only a few of the locally-created and locally-produced WOW shows which are DOING A GOOD JOB for advertisers. Others include Standard Oil's "Highlights and Sidelights of the News"; "The Noonday Forum; "The WOW Jamboree", and Lambert Pharmacal's "Nebraska-Iowa Quiz".

WOW Has the talent and the know-how to make local shows click! Ask Lyle DeMoss, Program Director, or Ray Olson, Production Manager, to "cook" up a "hot" show for YOU.

See your John Blair man or write, wire or phone . . .

RADIO STATION

WOW INC

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS ● 560 KC
G. RICHARD SHAFTO, General Manager
J. DUDLEY SAUMENIG, Sales Manager
FREE & PETERS, Inc., National Representatives

French Broadcaster Taking Look at System Used in U. S.

PROGRAM INTERCHANGES between the new French broadcasting system and American stations and networks is the mission of Robert Lange (center), director of the North American Service of Radio Diffusion Francaise, who arrived here last week for a two-month stay. He was honor guest at a luncheon tendered last Tuesday in Washington by NAB President Justin Miller (r). Chairman Clarence F. Lea (l) (D-Cal.) of the House Interstate & Foreign Commerce Committee, and author of the Anti-Petrillo Act, also was a luncheon guest.

TO PROMOTE a better understanding between French and American peoples through exchange of radio programs, M. Robert Lange, director, North American Service, Radiodiffusion Francaise, will make a tour of the U. S., in the next six weeks.

He was honor guest last Tuesday at a luncheon given by NAB President Justin Miller at the Mayflower Hotel, Washington. M. Lange reviewed the present status of French broadcasting and pointed to the desirability of program interchange between the two nations.

Difference in language complicates exchange of programs, he conceded, but he told how the French welcome broadcasts from this continent. He said he is arranging with Canadian Broadcasting Corp. to exchange programs. M. Lange quipped that he has learned to like radio commercials and mentioned radio-advertised items he now carries in his luggage.

Several U. S. stations already carry programs from France, said M. Lange. WAVE Louisville was the first. Others are WLW Cincinnati, WINS New York, WNYC New York and WOL Washington.

Several stations in the U. S. have requested permission of Radiodiffusion Francaise to rebroadcast programs which originate in France via shortwave, said M. Lange. He plans to call on those stations and visit others during his brief stay. M. Lange will be in the U. S. until June 10.

Hard-hit by the war, France faces an acute equipment shortage which means, M. Lange explained, that his country for the time being will adhere to Government-owned radio. Before the war France had a dual radio system—Government-owned and private commercial stations.

Equipment Shortage

"During the war we were destroyed by the Nazis, Americans, British, and our own patriots," he said. "Until we can get raw materials to manufacture new equipment, our radio operations will be limited." M. Lange hastened to explain that the Americans, British and French patriots destroyed broadcasting equipment to keep it from falling into the hands of the Nazis, who stripped France of virtually everything.

France has two 100-kw transmitters, one of 25 kw and some of 5 kw and is building 12 transmitters of 100 kw which should be in operation in 1947, M. Lange said. France has all-told about 50 stations with 5,000,000 sets—mostly equipped with shortwave bands—in the hands of the public.

"Not only are we anxious to help the American people understand France, but we want French people to understand America," he said. U. S. programs beamed to France by the State Dept. were commended by M. Lange as helpful towards a better understanding between the two nations. Many of the programs are rebroadcast over the French radio.

Shortwave programs from France are on the air 9:30-10:45 p.m. EST daily on 11,845 kc and 9,550 kc (25.32 and 31.41 meters, respectively). They are prepared and broadcast by American radio men, said M. Lange, and are designed particularly for the U. S.

Stations in this country may record and rebroadcast them, if desired. Or Radiodiffusion Francaise North American Service will make recordings and airmail them to the U. S. The French radio also will prepare special 5, 10 or 15-minute programs for broadcast in this country.

M. Lange's Background

M. Lange, who went to New York after his Washington visit last week, spent four years with the Office of War Information during the war, broadcasting programs in French to his native land. Before the war he had been for years a newspaperman, covering London, Rome and Berlin as a foreign correspondent. When war

(*Continued on page 64*)

LIVE TALENT—ALIVE TO YOUR
COMMERCIAL
OBJECTIVE
NO. 6 OF A SERIES

Ask your J. B. M.* About this Indiana Hot Spot

In "Jane Day's House"'s (standing) Helen Baker and Rance MacFarland; (seated) Jane Day and Bob Minton.

No matter what the thermometer may say, one of the hottest "spots" in Indiana—Monday through Friday, 9 to 9:30 a.m.—is "Jane Day's House" . . . a participating show written, produced and played by the live talent staff of the fastest growing station in Indianapolis—WIBC.

Here's a program with that friendly, down-to-earth quality—that intangible something—which causes its home audience of urban and rural women to "let down their hair." For example, they write Jane Day 1,200 letters a month. They name their babies for the sponsors' products . . . *and they buy those products*, as demonstrated by the experience of Indiana's largest department store for whom "Jane Day's House" sold 1,500 sets, the entire stock, of a test cosmetic offering.

Now here's what WIBC means by "Live Talent—alive to your commercial objective." . . . and it's also what your John Blair man means when he recommends a *pre-tested* show for your product. So ask him today about "Jane Day's House"—where a ready-built, ready-spending market awaits you.

JOHN BLAIR & COMPANY** · ***National Representatives

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

DAWSON RETURNS TO WFBC

Appointed Director of Programs in the Public Interest

JAMES DAWSON

James Dawson, popular news analyst and author-producer of a series of public service programs on WFBC and the Blue Ridge Network before the war, has returned to WFBC after four years of active duty with the U. S. Navy.

He participated in the majority of the Pacific fighting; Solomons, New Guinea, Tarawa, Marshalls, Midway, Wake Island, Borneo, Philippines, Okinawa and Japan, ending the war as a Lieutenant Commander.

Dawson has been appointed Director of Programs in the Public Interest and already has two series of shows in the works — a forum discussion of controversial issues, "In the Public Interest" and a dramatized feature-story, "This is Greenville."

Author of several books and backed by long newspaper experience Dawson is well qualified to offer WFBC listeners the best in public interest programs.

WFBC

GREENVILLE, S. C.
Textile Center of the South
NBC 5,000 WATTS
LEWIS H. AVERY, INC.

Aerial Navigation Devices Perfected

Federal Tel. Labs. Offering Four Electronic Systems

FOUR INTERRELATED systems of electronic navigation to overcome many of the hazards of expanded long-range air traffic have been proposed by engineers of Federal Telecommunications Laboratories, associate of IT&T.

Trademarks of the systems are Navaglobe, Navar, Navaglide and Navascreen.

Navaglobe, said FTL engineers, would solve the problem of long-range navigation by a system involving use of 75 transmission stations, each of 1,500 mile range, spaced around the earth's surface. Stations would be of omnidirectional range, would enable a pilot to determine his horizontal angle relative to the station and also his bearing relative to North.

For overland flying in crowded airways during periods of poor visibility, FTL engineers propose two interrelated systems called Navar and Navascreen to keep pilot and airport advised of the location of the other.

Navar, said FTL engineers, embodies most of radar's applications, provides ground control stations with accurate pictures of air traffic. Similar pictures, retransmitted by a ground station, appear on the Navascope of each plane in flight. At the ground station moving images of all airborne planes in the area are projected on a Navascreen, superimposed on a map of the area. Thus the position, course and approximate speed of all planes appear on the map.

The Navascope in each plane enables the pilot to see his own and nearby aircraft against a map of the area over which he is flying.

KEVR School Shows

"ABOVE ANYTHING broadcast over our station," is the evaluation placed by Bartley Sims, manager of KEVR Seattle, on the daily public school programs broadcast by KEVR. School programs are produced in the Radio Workshop of the Public School System at Broadway High School, and are broadcast Monday through Friday, 4:30 p. m., and again at 9:30 p. m., by transcription, giving the schools a minimum of ten programs weekly over the station. Several additional special shows are often produced by the Workshop and carried by the station on Saturday and Sunday. Beginning Monday and continuing through the week, there are discussions of the PTA, safety, school news and interviews with school personnel, poems written by students, and a variety series, all produced by students. Programs are a joint operation. Bill Ladd, chairman of radio committee for Seattle Public Schools, represents the schools, with Kirby Torrance representing KEVR.

Hanly, Hicks & Montgomery New Name Of Ferry-Hanly Co.; Plan Expansion

Mr. Hanly

Mr. Hicks

Mr. Montgomery

ONE of the oldest names in the advertising business, Ferry-Hanly Co., on May 1 becomes Hanly, Hicks & Montgomery. Expansion plans, including addition of personnel, are under way and will be announced shortly.

The agency was founded in 1908 in Kansas City by the late Wallace J. Ferry in association with C. P. Hanly, present operating head. They opened the West and Southwest for many national and regional accounts.

A second office was opened in Chicago in 1920 by Mr. Hanly. Harry M. Montgomery, of the Chicago office, established a New York office in 1925, where he became executive vice president and manager.

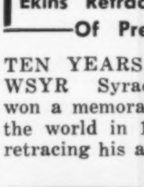
Thomas Edward Hicks became a stockholder and director of Ferry-Hanly last January. He has had broad experience in sales, merchandising and advertising in the drug and department store fields and was president of Personal Products Corp. until 1942 when he resigned to enter the Marine Corps.

Principal officers of the new firm are Mr. Hanly, chairman of the board; Mr. Montgomery, president; Mr. Hicks, executive vice president. L. T. Wallace, a director of the new firm, is president of the agency's Chicago subsidiary, Wallace-Ferry-Hanly Co. New York headquarters of the agency are at 500 Fifth Ave.; Chicago subsidiary is at 430 N. Michigan Ave.

Among the agency's accounts are: Johnson & Johnson (several divisions); George E. Keith Co. (Walk-Over shoes); Chicopee Sales Corp.; Chicopee Mfg. Corp. (Lumite Division); A. G. Spalding & Bros.; Ruberoid Co.; Edwards & Co.; Quaker Lace Co.; Wallace Labs.; Hughes Brushes; Campana Sales Corp.

AROUND THE WORLD

Ekins Retracing Aerial Steps Of Previous Flight



Mr. Ekins

TEN YEARS ago H. R. Ekins, WSYR Syracuse commentator, won a memorable air race around the world in 18 days. He is now retracing his aerial path—but this time he expects to be gone about two months. Mr. Ekins' present trip is mainly for special research work for United China Relief, which picked him as the foremost reporter - authority on the Far East.

He will go to London to work on details of WSYR's new public interest program, *The New Horizon,* in addition to revisiting places all around the world where he has lived and reported. One stop he will make is Rome, especially because it was from Rome that Mussolini expelled him, telling him he could never return to Italy. While he is gone, Percy Finch, Pacific correspondent, and long-time prisoner of the Japs, will take his place at WSYR.

Spot Coverage

AN ESTIMATED 200 million people, based on current audience ratings, have heard about "The Kid From Brooklyn," latest Samuel Goldwyn Productions picture, in tie-ins on 114 network shows. Promotion, which began last July, showed highest penetration in New York area since campaign for "For Whom the Bell Tolls." Spot campaign throughout the country is planned at conclusion of premiere engagement at Astor Theatre, New York, which started April 19. Agency handling account is Donahue & Coe, New York.

Patents Available

TWO electronic patents owned by AT&T have been added to the Register of Patents Available for Licensing, maintained by the Patent Office. They are No. 2,063,965, for selective tuning system, and No. 2,238,986 for electric wave system. Three patents owned by Philip John Walsh, San Francisco, also have been made available. They are No. 1,857,901, constant current amplifier system, and Nos. 1,893,044 and 2,061,602 covering amplifier systems.

Spring
is bustin' out all over
springtime is buying time
for the listeners of
kglo and WTAD
MASON CITY, IOWA
QUINCY, ILLINOIS
Lee STATIONS

Use Lee Stations for sales action . . . this spring

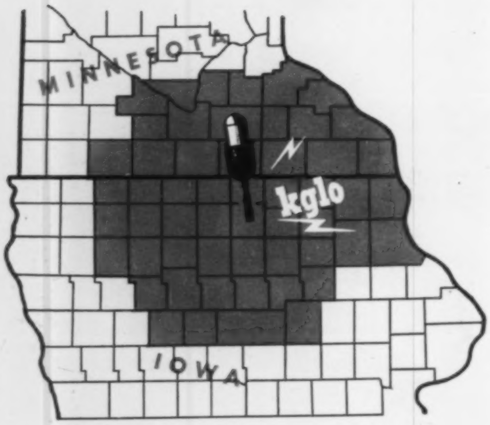
Here's Why

1 **SPRING PLANTING** and all the hundred and one different springtime activities mean BUYING TIME to farm folks. They're getting work clothes, fence posts, animal feeds, barn paint and other equipment for the big agricultural season ahead.

2 **RIGHT MARKET FOR YOUR PRODUCT** — KGLO, Mason City, Iowa, and WTAD, Quincy, Illinois, serve listeners in the heart of the Corn Belt—one of the richest farming areas in the world. These listeners are buyers!

3 **THE DOMINANT STATION IN THE MARKET** — Both KGLO in Mason City and WTAD in Quincy have top dial preference among listeners in their areas, according to recent independent surveys.

Lee Stations . . . the right stations for Sales Action!



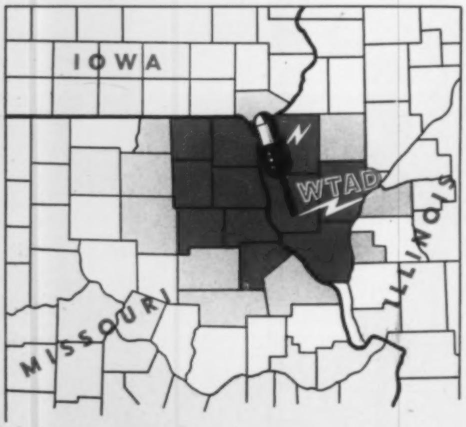
kglo market data

MASON CITY, IOWA
1300 K.C. 5000 Watts
CBS Affiliate

COVERAGE — 57 counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.
POPULATION — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.
RETAIL SALES — $634,828,000 in 1944 (Sales Management estimate).
FARMING — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers are working and spending towards even greater production during 1946.
INDUSTRY — Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES* — *Weed & Company
New York, Chicago, Detroit, San Francisco, Boston, Hollywood



WTAD market data

QUINCY, ILLINOIS
930 K.C. 1000 Watts
CBS Affiliate

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri, and Keokuk, Iowa.
POPULATION — 772,431, 1940 U. S. Census. 186,060 Radio Homes.
RETAIL SALES — $262,780,000 in 1944 (Sales Management estimate).
FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.
INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES* — *The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco

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FCC Power Definition Advocated

Small Markets Meeting Held Last Week In Capital

BIG AND LITTLE BUSINESS came before NAB Small Market Stations Executive Committee, which met April 22-24 at Hotel Statler, Washington. Participating were (standing, l to r): James R. Curtis, KFRO Longview, Tex.; Robert T. Mason, WMRN Marion, O.; Wayne W. Cribb, KHMO Hannibal, Mo.; J. Allen Brown, head of NAB Small Market Stations Division; Frank E. Pellegrin, NAB Director of Broadcast Advertising; Ivar H. Peterson, assistant director, NAB Employe-Employer Relations Dept. Seated, William C. Grove, KFBC Cheyenne, Wyo.; Arthur C. Stringer, NAB Director of Promotion; Marshall H. Pengra, KRNR Roseburg, Ore., chairman of Committee; Glenn Marshall Jr., WFOY St. Augustine; Milton J. Kibler, assistant director, NAB Employe-Employer Relations Dept.

SMALL stations in markets under 50,000 feel that powers of the FCC over programming should be sharply defined, judging by expressions on their behalf at the April 22-24 meeting of the NAB Small Market Stations Executive Committee, held at the Hotel Statler, Washingon.

Though the stations under 5 kw concede there are cases of poor programming, over-commercialism and doubtful ethics, some committee members reflect a feeling that threats to freedom of speech and danger of club-swinging FCC tactics create need for clarification of Federal regulation. The committee favored action by the NAB board of directors to bring about this clarification.

The FCC Blue Book was brought up several times during the three-day meeting. Staff members of NAB went over various phases of the report with the committee. They said that every legitimate means at the NAB's command will be utilized against this FCC venture into regulatory fields far beyond those provided by law.

Small market stations have trouble enough as it is keeping up with FCC regulations, it was pointed out, and the committee suggested that NAB develop a codified version of the rules to aid stations.

Meeting for the first time since last October, the committee went through an agenda covering all phases of broadcast operation and management. Searching analysis of a small market station was given by Arthur C. Stringer, NAB director of promotion, who is conducting a study of typical stations throughout the country.

Typical Operation

Taking a 250 w fulltime station in a town of 10,000 to 15,000, with newspaper ownership and MBS affiliation, Mr. Stringer took the entire operation apart and described what he had found. Identity of the station was not disclosed.

The report went into detailed operation of station departments, place in the community, business practices, duties and salary of personnel, analysis of business classifications producing station revenue, news and program services and future plans of the station.

Committee members voiced enthusiasm over the report and described the project as one of the most helpful steps taken on behalf of small stations.

At the luncheon on the opening day George P. Adair, FCC chief engineer, discussed FCC regulations covering engineering personnel. He said FCC is conducting a study of engineering personnel requirements prior to discussion of Rule 91-C under which stations have been permitted to use restricted technical personnel.

A. D. Willard Jr., NAB executive vice president, discussed effects of the Lea Act on what he termed the "grass roots of the industry," referring to the small market outlets. He urged them to think in terms of ASCAP contract expiration in 1949 and suggested study of stations having per program ASCAP licenses. He reminded that BMI belongs to them and should be supported. He described NAB's over-all program of building goodwill by improving program and service, raising standards and "promoting radio by radio." Mr. Willard discussed effects of the Civilian Production Administration construction ban and noted that in two or three cases station projects had been granted permits by local CPA district offices.

Training Plan

Frank E. Pellegrin, NAB director of broadcast advertising and and committee adviser, explained the need of personnel training as the industry expands. He suggested stations train assistant and junior executives able to step into higher positions when needed. Hiring of local personnel by stations is working well, he said, and suggested schools and colleges as source of employes. He told of the Junior Achievement Organization which uses school children to stage commercial programs.

Hugh Higgins, NAB assistant director of broadcast advertising, reported on sales promotion activities in making available success stories and sales help. Committee members were appreciative of reports and bulletins sent out by the department. They agreed to send in examples of how they sell local retailers, along with other information which may be helpful to other stations.

J. Allen Brown, head of the NAB Small Market Stations Division, discussed types of syndicated programs available to stations, an activity his division has encouraged. Mr. Brown is secretary of the committee.

Work of the enlarged Research Dept. was described by Dr. Kenneth H. Baker, NAB director of research. He explained that research has become a highly specialized and developed branch requiring qualified personnel to conduct research and interpret results. Since small market stations as a rule lack research specialists, Dr. Baker offered facilities of the department to the outlets.

Research Projects

The committee brought up the subject of certification for research firms. Considerable difficulty is experienced in determining standards of research projects, it was stated, and the idea of developing a research recognition list resembling agency recognition projects was discussed.

Committee members asked Dr. Baker to aid in development of simplified and standardized forms by Government agencies seeking information from industry. They also

(Continued on page 44)

SELL

#1
MARKET
●
Winston-Salem
Greensboro
High Point

In the South's

#1
STATE
●
NORTH
CAROLINA

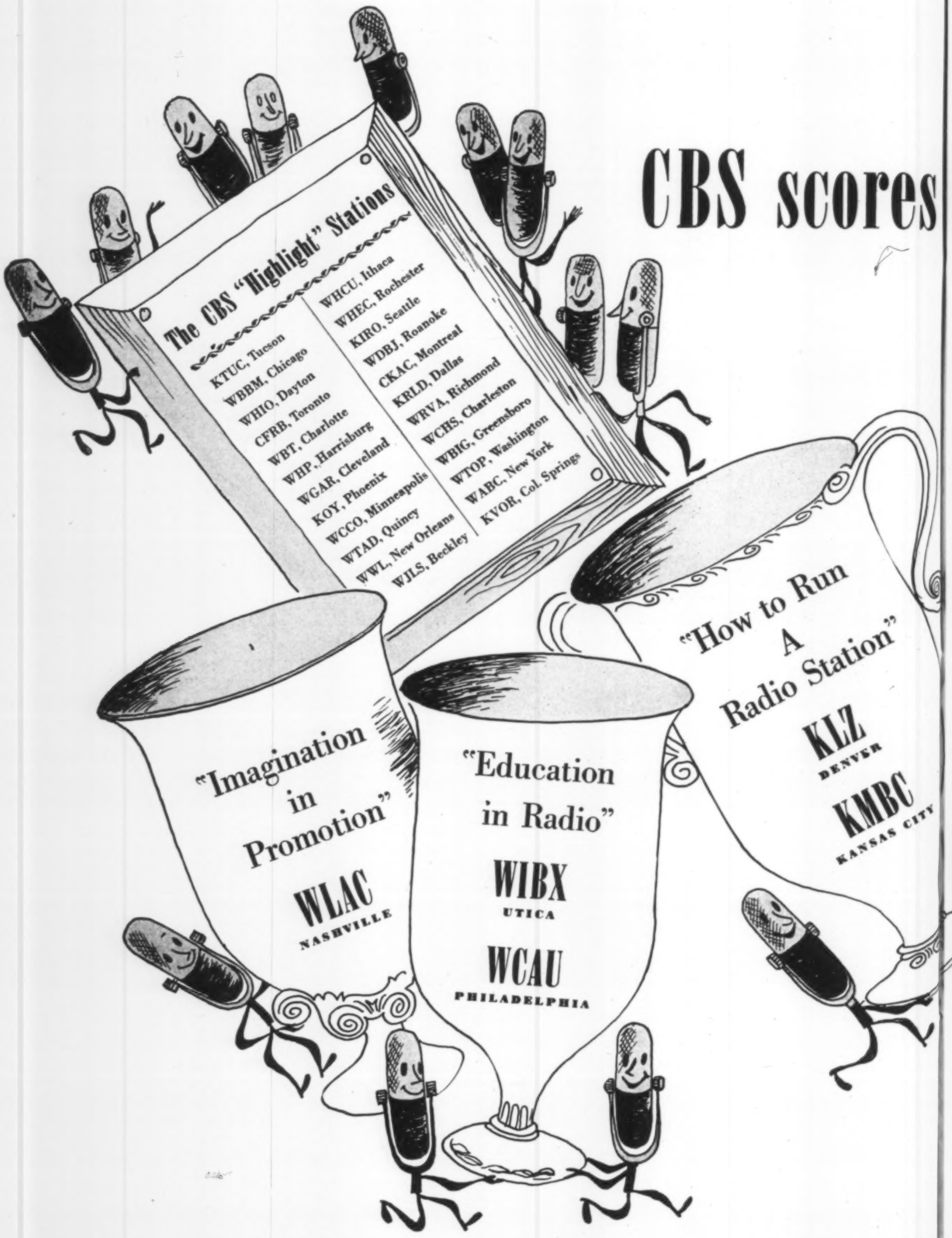
via

WSJS
Winston-Salem

NBC

for the
TRI-CITIES
●
Representing
HEADLEY
REED
CO.

CBS scores f


The CBS "Highlight" Stations
KTUC, Tucson
WBBM, Chicago
WHIO, Dayton
CFRB, Toronto
WBT, Charlotte
WHP, Harrisburg
WGAR, Cleveland
KOY, Phoenix
WCCO, Minneapolis
WTAD, Quincy
WWL, New Orleans
WJLS, Beckley
WHCU, Ithaca
WHEC, Rochester
KIRO, Seattle
WDBJ, Roanoke
CKAC, Montreal
KRLD, Dallas
WRVA, Richmond
WCHS, Charleston
WBIG, Greensboro
WTOP, Washington
WABC, New York
KVOR, Col. Springs
"Imagination in Promotion"
WLAC
NASHVILLE
"Education in Radio"
WIBX
UTICA
WCAU
PHILADELPHIA
"How to Run A Radio Station"
KLZ
DENVER
KMBC
KANSAS CITY

s first in SHOWMANAGEMENT

For the second consecutive year CBS forged ahead to win more major awards in *Variety's* annual "showmanagement" review than any other major network.

In seven different areas of public service *Variety* chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the *only* winners.

Variety nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia's *Danny Kaye* program for special citation in the areas of community service and racial tolerance. It cited Columbia's Norman Corwin and Robert L. Shayon for "mature" and "memorable" radio production.

Then it crowned its endorsement of the network's leadership by "highlighting" the achievements of 24 stations throughout the country.

For such leadership Columbia's thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry's foremost professional judges. They can now look forward to the *increasing* respect and attention of the listeners they serve.

This is CBS... the Columbia Broadcasting System

57 Summer Shifts Ready on Networks

Hiatus Custom to Affest Top Program Favorites

RADIO'S first postwar summertime schedule already includes 58 major network program replacements and suspension.

A survey by BROADCASTING last week showed that, to date, 22 NBC, 20 CBS, 8 ABC and 7 MBS shows are slated to go off the air. Of these eight sponsors have not arranged for replacements during the summer months, approximately 20 have chosen replacement broadcasts, and the remainder have not finally named summer fill-ins.

In one instance, Procter & Gamble's *Drene Show* with Rudy Vallee on NBC Thursday 10:30-11 p.m., has been permanently replaced by the *Drene Show* with Don Ameche.

The annual custom of a summer hiatus followed by most of the bigger advertisers will affect all of the top nighttime listening shows as projected by Hooper and CAB. Along this line, a degree of confusion from differences in daylight savings and standard time is expected to take place.

The currently top Hooper and CAB nighttime show, *Fibber McGee and Molly*, NBC Tuesday, 9:30-10 p.m., will be replaced June 18 by Fred Waring's orchestra. Sponsor is S. C. Johnson & Son, Racine, and agency is Needham, Louis & Brorby.

Replacement schedule is shown at right.

LAVIN LEAVES WDAY TO START AGENCY

BARNEY LAVIN has resigned as general manager of WDAY Fargo, N. D., to open a new advertising agency in Fargo June 1. In the announcement by the station last Tuesday, it was also revealed that Mildred Gregerson, WDAY publicity director for the last eight years, and Robert Dobbin, of the continuity department, were resigning for positions in the new agency, to be known as Barney J. Lavin Inc.

Mr. Lavin

No successor to Mr. Lavin was disclosed by WDAY.

Mr. Lavin joined WDAY in June, 1935, coming from Kansasville, Wis., where he was an auto salesman, and from Milwaukee where he had worked part time at the local WHAD.

In September of 1935, WDAY shifted Mr. Lavin from control room operator to advertising salesman. He then successively became sales manager in 1937, assistant manager in 1939, and general manager in 1941. Most recently, Mr. Lavin returned after 22 months service with the Marine Corps, discharged as a first lieutenant.

SUMMER REPLACEMENT SCHEDULE FOR NETWORKS

ADVERTISER	PROGRAM	SUMMER REPLACEMENT	DATE	TIME (All P.M.)	AGENCY
NBC					
American Tobacco	Jack Benny	Frank Morgan	June 2	Sun. 7:00- 7:30	Ruthrauff & Ryan
Bristol-Myers	Eddie Cantor	McGarry & His Mouse	June 19	Wed. 9:00- 9:30	Young & Rubicam
Bristol-Myers	Duffy's Tavern	Hiatus	June 14	Fri. 8:30- 9:00	Young & Rubicam
Birds Eye Frosted Foods	Dinah Shore	Not set		Thurs. 8:30- 9:00	Young & Rubicam
Brown & Williamson	Red Skelton	Evening With Romberg	June 11	Tues. 10:30-11:00	Russel M. Seeds Co.
Brown & Williamson	Hildegarde	A Life in Your Hands	Not set	Wed. 8:30- 9:00	Russel M. Seeds Co.
Brown & Williamson	People Are Funny	Musical program	Aug. 2	Fri. 9:00- 9:30	Russel M. Seeds Co.
Colgate-Palmolive-Peet	Judy Canova	Hiatus	Not set	Sat. 10:00-10:30	Ted Bates Inc.
General Foods	Burns & Allen	Meredith Wilson	June 6	Thurs. 8:00- 8:30	Benton & Bowles
S. C. Johnson & Son	Fibber McGee & Molly	Fred Waring	June 18	Tues. 9:30-10:00	Needham, Louis & Brorby
P. Lorillard	Meet Me at Parky's	Not set		Sun. 10:30-11:00	Lennen & Mitchell
Lever Bros.	Amos 'n' Andy	Not set		Tues. 9:00- 9:30	Ruthrauff & Ryan
Kraft Foods	Kraft Music Hall	Edward Everett Horton	May 16	Thurs. 9:00- 9:30	J. Walter Thompson Co.
Pepsodent Division, Lever Bros.	Bob Hope	Man Called X	June 11	Tues. 10:00-10:30	Foote, Cone & Belding
Procter & Gamble	Truth or Consequences	Hiatus	July 13	Sat. 8:00- 8:30	Compton Adv.
Procter & Gamble	Rudy Vallee	Don Ameche (permanent)	June	Thurs. 10:30-11:00	Kastor, Farrell, Chesley & Clifford
R. J. Reynolds	Abbott & Costello	Not set		Thurs. 10:00-10:30	Wm. Esty & Co.
Socony-Vacuum Oil	Information Please	Not set	June 24	Mon. 9:30- 10:00	Compton Adv.
Standard Brands	Charlie McCarthy	Not set		Sun. 8:00- 8:30	J. Walter Thompson Co.
Standard Brands	Fred Allen	Tommy Dorsey	July 1	Sun. 8:30- 9:00	J. Walter Thompson Co.
Table Products	Hoagy Carmichael	Not set		Mon. 6:00- 6:30	Foote, Cone & Belding
Westinghouse Electric	Westinghouse Program	Not set		Sun. 2:30- 3:00	McCann-Erickson
CBS					
American Tobacco	Your Hit Parade	Not set		Sat. 9:00- 9:45	Foote, Cone & Belding
Borden Co.	Ginny Simms Show	Tommy Riggs	May 3	Fri. 7:30- 8:00	Young & Rubicam
Campbell Soup	Jack Carson Show	Not set		Wed. 8:00- 8:30	Ward Wheelock Co.
Campbell Soup	Request Performance	Corliss Archer	Apr. 28	Sun. 9:00- 9:30	Ward Wheelock Co.
Cresta Blanca Wine	This Is My Best	Not set		Tues. 9:30-10:00	BBDO
Electric Companies	Nelson Eddy	Bob Shanley	June 16	Sun. 4:30- 5:00	N. W. Ayer & Son
Emerson Drug	Vox Pop	Forever Ernest	Apr. 29	Mon. 8:00- 8:30	McCann-Erickson
General Foods	Kate Smith Sings	Not set		Fri. 8:30- 8:55	Foote, Cone & Belding
General Foods	Baby Snooks Show	Hiatus	June 9	Sun. 6:30- 7:00	Young & Rubicam
Hall Bros.	Readers Digest Radio Edition	Not set		Sun. 2:00- 2:30	Foote, Cone & Belding
International Silver	Ozzie and Harriet	Silver Theatre	June 16	Sun. 6:00- 6:30	Young & Rubicam
Lever Bros.	Lux Radio Theatre	Hiatus	Not set	Mon. 9:00-10:00	J. Walter Thompson Co.
Lever Bros.	Joan Davis Show	Hiatus	May 27	Mon. 8:30- 8:55	Young & Rubicam
Thomas J. Lipton	Inner Sanctum	Hiatus	June 25	Tues. 9:00- 9:30	Young & Rubicam
P. Lorillard	Frank Sinatra Show	Not set	May 6	Wed. 9:00- 9:30	Lennen & Mitchell
Pabst Sales	Danny Kaye Show	Not set		Fri. 10:00-10:30	Warwick & Legler
Philip Morris	Holiday & Co.	It Pays to be Ignorant (permanent)	May 3	Fri. 9:00- 9:30	Biow Co.
Procter & Gamble	F. B. I. in Peace & War	Not set		Thurs. 8:30- 8:55	Biow Co.
United Drug	Durante-Moore	Wayne King	June 24	Fri. 9:30-10:00	N. W. Ayer & Son
U. S. Rubber	New York Philharmonic	Hiatus	Apr. 14	Sun. 3:00- 4:30	Campbell-Ewald
ABC					
Allis-Chalmers	Boston Symphony	Pop Concerts	May 4	Sat. 9:30-10:30	Compton Adv.
Armour & Co.	Hedda Hopper's Hollywood	Not set		Mon. 8:15- 8:30	Foote, Cone & Belding
Ford Motor	Ford Sunday Evening Hour	Alfred Drake	June 30	Sun. 8:00- 9:00	Kenyon & Eckhardt
Goodrich	Detect & Collect	Not set		Thurs. 9:30- 9:55	BBDO
Andrew Jergens	Walter Winchell	Not set		Sun. 9:00- 9:15	Lennen & Mitchell
Procter & Gamble	Glamour Manor	Eddie Dunn	Not set	Mon.-Fri. 12:00-12:30	Benton & Bowles
U. S. Steel	Theatre Guild on the Air	Not set		Sun. 10:00-11:00	BBDO
Wildroot	Woody Herman	Not set		Fri. 8:00- 8:30	BBDO
MBS					
Cary Salt Mfg. & D. L. W. Coal Co.	The Shadow	Hiatus	June 2	Sun. 5:00- 5:30	Ruthrauff & Ryan
Conti Products	Treasure Hour of Song	Starlight Serenade	Not set	Thurs. 9:30-10:00	Bermingham, Castleman & Pierce
Helbros Watch	Quick As a Flash	Abbott Mysteries		Sun. 5:30- 6:00	William H. Weintraub
F. W. Fitch	Rogues Gallery	Not set		Thurs. 8:30- 9:00	L. W. Ramsey Co.
Gum Labs.	Sweetheart Time	Not set	June 16	Sun. 1:30- 2:00	Mackelim Co.
Petri Wine	Sherlock Holmes	Not set		Mon. 8:30- 9:00	Young & Rubicam
Revere Copper & Brass	Exploring the Unknown	Hiatus	July 9	Sun. 9:00- 9:30	St. Georges & Keyes

Answers ... from the Audience

WHY•WHEN•WHERE•WHO

Successful station management depends on knowing the *why*, the *when*, the *where*, the *who* of a station's audience. And only facts—facts based on careful research—can provide those answers.

Believing firmly that more *facts* make more *sales*, The Katz Agency, in 1944, pioneered among station representatives by establishing an Audience Research Department to provide accurate audience data that goes beyond straight listener counts and ratings.

Although existing audience measurements provide helpful information, station executives feel the need for more knowledge of the listening habits of people in their *own* areas. The Katz Agency Audience Research Department was organized to dig up and assemble this information, information hitherto unavailable... facts to improve local programming and management... facts to make more sales!

MORE FACTS MAKE MORE SALES

But sales *data* are no substitute for sales*men* at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

STATIONS SERVED BY

The KATZ AGENCY, INC.

North and Midwest		
WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY
South		
WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH
West		
KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

The KATZ AGENCY, INC. *STATION REPRESENTATIVES*

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas

KANSAS CITY
IS A
K
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Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

LATEST CAB SURVEY PUTS 'McGEE' FIRST

IN THE LATEST CAB report issued April 23 *Fibber McGee & Molly* led the list of popular programs.

CAB reports average sets-in-use from 6 p. m. to 10:30 p. m. was 25.6, down .6 from the previous report and up .1 from a similar period a year ago. Average sets-in-use from 10:30 p. m. to 11:30 p. m. was 16.9, down .3 from the previous report and down 1.2 from a year ago.

Program ratings: *Fibber McGee & Molly* 23.5, Bob Hope 21.5, *Lux Radio Theatre* 21, Charlie McCarthy 20.8, Bing Crosby 20.6, Red Skelton 20.4, Fred Allen 20, Jack Benny 18.5, *Screen Guild Players* 18.4, *Mr. District Attorney* 18.1, *Walter Winchell* 17.6, Eddie Cantor 16.5, *Sealtest Village Store* 15.8, *Amos 'n' Andy* 15.6, *Fitch Bandwagon* 14.6, Joan Davis 14.5, *People Are Funny* 14.4.

Top weekday program ratings were: *Breakfast in Hollywood* (11:15 program) 7.0, (11:00 program) 6.6; *Big Sister* 6.5; *Ma Perkins* (CBS) 6.3; *Kate Smith Speaks*, 6.2; *Our Gal, Sunday*, 6.2; *Romance of Helen Trent*, 6.2; *Aunt Jenny's Stories*, 6.0.

Six leading week-end programs were: *The Shadow*, 9.0; *One Man's Family*, 8.8; *Westinghouse Program*, 7.5; *Shaeffer Parade*, 7.3, *Billie Burke Show*, 6.5; *Gene Autry Show*, 6.5.

WWL
870 on Your Dial
7pm Fri.
"ALDRICH FAMILY"

WWL
New Orleans
shouts its shows on Billboards
Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Small Markets

(*Continued from page 39*)

would welcome standardized tax and personnel procedure for their guidance.

Charles A. Batson, head of the NAB department of information, told of expended information activities and discussed methods of publicizing the work of small stations.

C. E. Arney Jr., NAB secretary-treasurer, discussed progress of work on the agenda for the NAB convention, to be held Oct. 21-24 in Chicago and reviewed efforts to make the session helpful to small market stations. Committee members suggested that only internal industry affairs be discussed at the convention. Small market stations were urged to attend.

Endorsement was given by the committee to President Justin Miller's recommendation that a practical broadcaster be appointed to the FCC. BMB was urged to expand activities for small market stations, including sales helps.

Ivar H. Peterson and Milton J. Kibler, of the NAB employe-employer relations department, discussed personnel relations and recent trends in that field.

Veterans training program was considered by the committee. Some stations are employing veterans, under the GI Bill of Rights, and are finding the plan successful, it was stated.

President Miller was praised for creation of the Small Market Stations Division and work of the division on behalf of the stations drew favorable comment.

Committee members attending the meeting were: Marshall H. Pengra, KRNR Roseburg, Ore., chairman; Wayne W. Cribb, KHMO Hannibal, Mo.; James R. Curtis, KFRO Longview, Tex.; William C. Grove, KFBC Cheyenne; Robert T. Mason, WMRN Marion, Ohio; Glenn Marshall Jr., WFOY St. Augustine, Fla. Monroe B. England, WBRK Pittsfield, Mass., was unable to attend. Clair R. McCollough, WGAL Lancaster, Pa., NAB director and member of the board subcommittee for small market stations, participated in the sessions.

TELL 'EM
over
UBC KSFO UBC
and
SELL 'EM

SAN FRANCISCO
OUTLET FOR
UNIVERSAL NETWORK

IT'S HERE!

NEW ENGLAND'S FINEST RADIO NEWS SERVICE ON

WHDH

IN BOSTON

FIVE-MINUTE NEWS PROGRAMS... EVERY HOUR ON THE HALF-HOUR FOR THOUSANDS OF LISTENERS TUNED TO WHDH

Effective Monday, April 29, WHDH takes the lead in NEWS Service in New England. Every hour on the half-hour, from sign on to sign off, WHDH spots a five-minute news period! Twenty-one news programs every twenty-four hours!

Full facilities of the great Boston Herald-Traveler, New England's leading newspapers, in cooperation with a complete WHDH news writing and reporting staff provide the most comprehensive news coverage of any New England station.

Place your sales message where it reaches wide-awake listeners. Buy time *now* while select spots are available. Plenty of power—5,000 watts—and a clear channel at 850—to bring your message to alert New Englanders.

An extensive promotional campaign now under way will create thousands of new listeners—a big bonus for wide-awake advertisers.

This is the first of WHDH innovations which will make it a "must" station. Buy NOW, to get the most favorable time spots on WHDH.

WHDH

BOSTON

5,000 watts at 850 on the dial

• • • REPRESENTED NATIONALLY BY ADAM J. YOUNG, JR., INC. • • •

“HI! JINX”... F

First of WEAF's great new shows

Since 1828, Webster's Dictionary has defined *jinx* as: "a charm; a spell . . ." Now WEAF offers you the 1946 *JINX:* personified charm; audience spellbinder.

She's Jinx Falkenburg—most famous of the "fabulous Falkenburgs" . . . Conover model . . . movie and radio star . . . sportswoman . . . USO trouper . . . housewife.

Her husband is "Tex" McCrary—former editorial chief of the New York Mirror . . . now executive editor of "The American Mercury" . . . author . . . star of newsreel features . . . recently Lt. Colonel, United States Army Air Forces.

They make an All-American couple, and combine their individual popularity and talents each weekday at 8:30 A. M. on the new WEAF hit feature, "Hi! Jinx."

For a breezy half hour, listeners join them in "covering" and "discovering" the most fascinating city in the world —New York. In a lively interchange of worth-while ideas, the unsophisticated, highly publicized young pair discuss the problems of the times . . . visit with their famous friends . . . devote one session each week to the youth of the New York area. It all spells a fast-paced vehicle for sales.

"Hi! Jinx" is available. Sponsors may buy units of three or more 15-minute broadcast segments a week on this, the first of a series of great new WEAF shows for America's No. 1 Market.

Write, phone or wire to WEAF, or your nearest Spot Sales representative.

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

Hooper Criticizes Zeisel's Proposals

Says Continuous Record Of Program Ratings Would Be Lost

RECOMMENDATIONS of Dr. Hans Zeisel of McCann-Erickson research department to change procedures of C. E. Hooper Inc. are analyzed in a statement sent last week to Hooper subscribers. Hooper statement confines itself to the first four of the full list of ten recommendations for improving program rating services [BROADCASTING, April 22] as "the only points on which Dr. Zeisel develops conclusions that we are in error and quotes percentages from his own experiment."

To Dr. Zeisel's first recommendation that a person answering the telephone and reporting he had not been listening should be asked if anyone else in the home were listening, perhaps on a second set, so as to bring ratings "closer to their true level," Hooper replies it conducted a survey on this basis in 1941.

Continuous Record

"We discovered 9.4% additional homes using the radio," says Hooper. "Dr. Zeisel shows 9.0% in his experiment. It should be pointed out that a 9.4% increase in sets-in-use over, for example, a 20.0 sets-in-use revealed by Question 1 (whether the telephone answerer was listening himself) does not make a total of 29.4; it increases sets-in-use to 21.9."

Hooper did not change its routine as a result of that experiment, because: The comparability of its continuous record would have been destroyed; Hooper ratings are aimed at giving "comparative popularity of network programs studied under uniform competitive conditions . . . were not designed for projection and should not be taken as a measure of the total performance of radio"; Hooper found almost complete absence of listening to more than one set; the 9.4% additional listeners showed similar listening pattern to the main group giving "more of the same sort of sampling but under less desirable conditions."

"We believe there is every reason for including this question in every coincidental survey we conduct in conjunction with our announced National Diary for the purpose of producing national projectable ratings," Hooper states. "We see disadvantages (lowered precision, involving addition of hearsay evidence to direct testimony, and destruction of comparability with the past) in any change in questions asked for our program popularity ratings (network Hooper ratings)."

Dr. Zeisel's second recommendation is that experiments be conducted "to determine the proper number of telephone rings the interviewer has to wait until he can consider the home as not listening to the radio." The Hooper reply cites Dr. Zeisel's own results and telephone company figures to show that the available audience would go up 2% if the phone were let ring ten times instead of the six allowed by Hooper interviewers.

"This would produce a sets-in-use figure of 20.4 instead of 20.0 for example, if the late answerers listen like those who answer promptly," Hooper points out, adding: "The desirability of approximate even spacing of calls, and of obtaining a maximum total number of contacts for purposes of both sample size and minute-by-minute tabulation to show program 'profile' should be weighed against the desirability of squeezing out this last 2% increase in available audience."

Stating that it may be that late answerers were farther away from their phones where the opportunity to listen would have been less, Hooper reports that a test study involving 47,059 calls showed "that those answering between the beginning of the seventh and the end of the eighth ring listen 34.1% less than those answering previously."

Prorated by Hooper

Dr. Zeisel's third recommendation is: "By determined probing of those listeners who do not identify program or station during the routine interviews, one should be able to judge as to whether their listening schedule differs sufficiently from those who do identify the program. Pending the outcome of these experiments the following interview solution is suggested: Listening homes which do not identify the program are to be distributed among the various programs according to the share of each program of those listeners who identified the program only by the station's call letters or its wave length."

Hooper points out that its procedure is to "prorate cases of don't know programs, station, call letters or station's wave length" in direct ratio to known listeners, thereby counting them in the rating." This factor is so small, Hooper says, that it could increase the average daytime program rating by 0.1%, the average evening program rating by 0.2. CAB policy, Hooper states, is to reject "don't knows" completely; not to ask for wave length identification, so the "shrinkage in the CAB rating is greater."

Dr. Zeisel's fourth recommenda-

(*Continued on page 52*)

Studebaker Corporation

draws a dividend in spot program listening audience . .

The Studebaker Corporation thinks highly of WTAG—for a good reason. Back in November of 1944 this firm originated the "Views of the News" program, a spot program presented 6:15 to 6:30 p. m. every Monday, Wednesday and Friday with a local commentator. Now well into its second year, this program is still scoring high Hoopers. The October, 1945 to February, 1946 rating is 22.4.

The current overall Hooper listening index, morning, afternoon and evening, gives WTAG a rating higher than that of all other stations heard in the area combined.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

BASIC CBS

580 KC
5000 Watts

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

THE LAST WORD
— in sports

WWSW

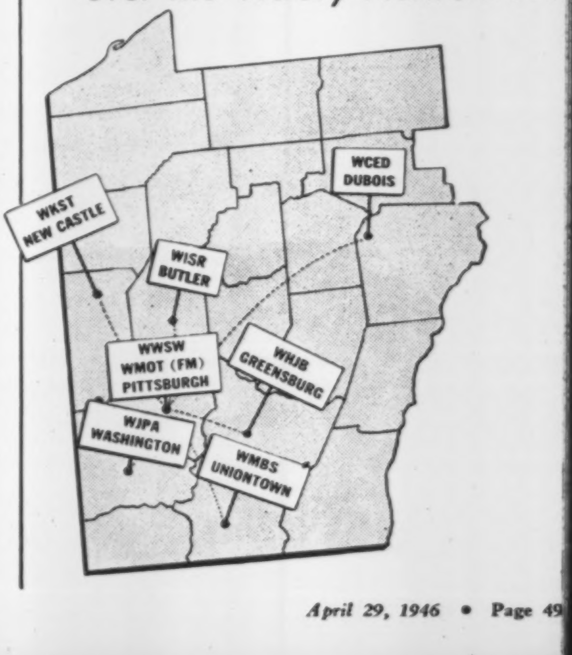
PITTSBURGH'S ONLY 24 HOUR STATION

Again! For the fourteenth consecutive year, WWSW broadcasts play-by-play the Pirates' major league ball games at home and abroad. Sports-conscious Pittsburgh dials WWSW—the station originating and broadcasting more sporting events than all other Pittsburgh stations combined. In scheduling programs, WWSW rates Pittsburghers' interests first . . . that's why WWSW bats 1.000 year 'round with Pittsburghers.

WWSW, INC., Pittsburgh, Pa.

Represented by Forjoe and Company

BASEBALL CO-SPONSORED by
ATLANTIC REFINING COMPANY
and GENERAL MILLS, INCORPORATED
over the Victory Network . . .


WCED
DUBOIS
WKST
NEW CASTLE
WISR
BUTLER
WWSW
WMOT (FM)
PITTSBURGH
WHJB
GREENSBURG
WJPA
WASHINGTON
WMBS
UNIONTOWN

Look Here, LITTLE MAN!

Just start running a radio station—50 Watts or 50,000 Watts—if you want to know how insignificant a lot of high falutin' entertainment ideas are when it comes to pleasing the little lady of the house. Sales returns have given many such an advocate Tom Thumb stature.

Know what they want and then give it to 'em—that's the basic idea behind the WMMN programming policy. Through no other technique could we give advertisers one of America's Greatest Direct Response Audiences.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

38 Conditional FM Stations Granted

Engineering Approvals, Full Permits Given 12 Others

LARGEST batch of FM grants since last November was issued by the FCC Tuesday with conditional authorization for 38 new stations. The actions brought to 425 the number of applications given conditional grants since resumption of normal licensing operations.

In addition, the Commission gave basic engineering approval to eight conditional grantees, granted construction permits to four grantees who had previously received basic engineering approval, and designated for hearing 10 applications for metropolitan stations in the St. Louis and Atlanta areas.

Including last week's actions, the FM boxscore was: construction permits—18; basic engineering approval—32; conditional grants—383; applications in hearing—131; applications awaiting initial action—274. These figures are determined by removing from the category of conditional grants cases advanced to further stages of processing. Construction permits include cases decided following hearings.

Mostly Newcomers

Of the 38 new conditional grants, 19 were for metropolitan stations, 10 were for metropolitan possibly rural (M.P.R.), depending on engineering determinations, and nine were for community stations. All but nine of the grants went to standard licensees. Newcomers receiving grants were:

Beverly Hills Broadcasting Co., Beverly Hills, Cal. (community). Principals are R. E. Henry, owner of Henry Radio Shops, Los Angeles, and half owner of R. E. Henry Mfg. Co. (radio parts), and J. T. Henry (brother) of Butler, Mo., half owner in the R. E Henry Mfg. Co. Estimated cost given: $15,900.

Frank Parker, Danbury, Conn. (community). Mr. Parker is the well-known radio singer. He was producer of programs in 1945 for Air Features Inc. He lives in Newtown, Conn. Estimated cost: $23,150.

Winchester Sun Co. Inc., Winchester, Ky. (community). Applicant company is owned by the Tatman family, publishers of the only newspaper in Winchester and majority owners of the News Sentinel Co., Connersville, Ind., which has received a community FM grant. Chief stockholder is James S. Tatman (55.6%), with J. Smith Hayes Jr. (25%) and Geo. S. Patman (15.6%). Estimated cost: $16,630.

Tri - Suburban Broadcasting Corp., Silver Spring, Md. (community). Principals are John W. Kluge (56%) of Washington, D. C., eastern representative of Otten Bros., Detroit, and John Henry Co., Lansing, paper manufacturers; and Joseph L. Brechner (28%) of Takoma Park, Md., director of radio, Veterans' Administration, and formerly with Radio Branch, Bureau of Public Relations, War Dept. Five business and professional men residing in various Maryland suburbs of Washington hold the remaining stock. Estimated cost: $9,600.

Hudson Broadcasting System Inc., Mt. Vernon, N. Y. (community). Principals are Bert Harmon (70%), attorney and realtor of Mamaroneck, N. Y., and Gustave Berman (10%) and Bertrand Arnow (20%), engineers employed by WNYC New York. Estimated cost: $19,050.

Bay State Broadcasting Co., New

(*Continued on page 87*)

Following are the grants made:

City	Grantee	Type of FM Station
	ALABAMA	
Huntsville	The Huntsville Times Co., Inc. (WSGN)	Metropolitan
	CALIFORNIA	
Beverly Hills	Beverly Hills Broadcasting Co.	Community
Santa Barbara	News-Press Publishing Co. (KTMS)	Metropolitan, possibly rural
San Diego	The Jack Gross Broadcasting Co. (KFMB)	Metropolitan, possibly rural
	CONNECTICUT	
Danbury	Frank Parker	Community
	FLORIDA	
Daytona Beach	News-Journal Corp. (WCOA)	Metropolitan
Palm Beach	Palm Beach Broadcasting Corp. (WWPG)	Metropolitan
Pensacola	Pensacola Broadcasting Corp. (WCOA)	Metropolitan
	GEORGIA	
Columbus	Radio Columbus, Inc. (WDAK)	Metropolitan
Savannah	Atlantic Broadcasting Co. (WRBL)	Metropolitan
Savannah	WSAV, Inc. (WSAV)	Metropolitan
	IDAHO	
Twin Falls	Radio Broadcasting Corp. (KTFI)	Metropolitan
	ILLINOIS	
Springfield	WCBS, Inc. (WCBS)	Metropolitan
	KANSAS	
Hutchinson	Wm. Wyse, et al, d/b as The Nation's Center Broadcasting Co. (KWBW)	Metropolitan
Hutchinson	Hutchinson Publishing Co. (KSAL)	Metropolitan, possibly rural
	KENTUCKY	
Henderson	Henderson Broadcasting Co., Inc. (WSON)	Metropolitan
Winchester	Winchester Sun Co., Inc.	Community
	MAINE	
Portland	Portland Broadcasting System, Inc. (WGAN)	Metropolitan
	MARYLAND	
Silver Spring	Tri-Suburban Broadcasting Corp.	Community
	MICHIGAN	
Jackson	WIBM, Inc. (WIBM)	Community
	MINNESOTA	
St. Cloud	The Times Publishing Co. (KFAM)	Metropolitan, possibly rural
	MISSOURI	
Cape Girardeau	Oscar C. Hirsch (KFVS)	Metropolitan, possibly rural
	NEW YORK	
Niagara Falls	The Niagara Falls Gazette Publishing Co. (WHLD)	Metropolitan
Mt. Vernon	Hudson Broadcasting System, Inc.	Community
	MASSACHUSETTS	
New Bedford	Bay State Broadcasting Co.	Metropolitan
	NEVADA	
Reno	Saviers Electrical Products Corp.	Community
	NORTH CAROLINA	
Greenville	Greenville Broadcasting Co. (WGTC)	Metropolitan
Raleigh	Capital Broadcasting Co. Inc. (WRAL)	Metropolitan, possibly rural
	OHIO	
Columbus	United Broadcasting Co. (WHKC)	Metropolitan, possibly rural
Steubenville	The Valley Broadcasting Co. (WSTV)	Metropolitan
	OREGON	
Grants Pass	Southern Oregon Broadcasting Co. (KUIN)	Metropolitan, possibly rural
	PENNSYLVANIA	
Harrisburg	Harold O. Bishop	Community
	SOUTH CAROLINA	
Spartanburg	J. M. Bryan and Smith Davis, Co-partners, d/b as Spartanburg Broadcasting Co. (WORD)	Metropolitan
	TEXAS	
San Angelo	KGKL, Inc. (KGKL)	Metropolitan
	VIRGINIA	
Portsmouth	The Portsmouth Star Publ. Corp.	Metropolitan
	WASHINGTON	
Longview	Twin City Broadcasting Corp. (KWLK)	Community
	WEST VIRGINIA	
Wheeling	West Virginia Broadcasting Corp. (WWVA)	Metropolitan, possibly rural
Wheeling	Community Broadcasting, Inc. (WKWK)	Metropolitan,

How Would You Tell This KSL Story?

Sixty-three hours of ceiling inspection, 18 violently chewed pencils, and an overflowing wastebasket resulted in the conviction that we have a great story to tell—but, as yet, no ad for this magazine. So with a deadline rushing up to meet us, we give you the facts, and ask "How would you tell this KSL story?"

Salt Lake City Metropolitan Area

The Salt Lake Market, home of KSL, ranks high among America's largest metropolitan areas—with a population of 204,488. Here, KSL has won an enviable position of leadership through its 25 year history of top programming and public service. And so in planning your campaign, it's important to cover Salt Lake City—one of the major U. S. Markets.

But Look →

The KSL Primary Market Is 7 Times Larger!

This great area, with a population of 1,532,095 ranks in 8th place among America's largest metropolitan areas. So when you use KSL you get not only the rich Salt Lake Market, but in addition, a primary market equal to the combined populations of Minneapolis, Milwaukee, and Atlanta. To top it all, KSL's primary and secondary coverage equals the combined populations of Washington, D. C., Pittsburgh, Louisville, Dayton, Houston, Indianapolis, and Salt Lake City.

KSL Primary and Secondary Market Data*

Population	Primary	1,532,095
	Total	2,781,702
Retail Sales	Primary	$508,733,000
	Total	$973,283,000
Radio Homes (1944)	Primary	375,040
	Total	685,880

KSL Weekly Circulation–2,200,000 Listeners

KSL has a net weekly circulation* of 628,789 families—equivalent to 2,200,000 listeners. The daytime audience, too, is big, with primary coverage comparable to the combined populations of Cincinnati, Seattle, and Rochester. So when advertising in the West, remember that the KSL Primary Market is 7 times larger than the Salt Lake City Market.

*All Figures based on CBS Study, 7th Series and 1940 Census

You Can't Cover The West Without

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

EDWARD PETRY AND COMPANY — National Representatives

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Single Audience Rating Urged By Gill to Remove Confusion

PLEA for a single rating service to end the "present confusion and doubt" caused by conflicting ratings from different services was made Wednesday by Samuel Gill, director of research, Sherman & Marquette, New York, in a talk on "What's the Use of Rating Services?" at a radio group luncheon meeting of the American Marketing Assn. Lawrence Hubbard, research director, Duane Jones Co., radio group chairman, presided.

Voicing the opinion that "metered reports probably provide the most accurate information on radio tuning," but admitting that "they leave much to be desired in terms of radio listening and audience reaction," Mr. Gill said that if he were to specify an ideal rating service it would be based on a national sample of 5,000 homes utilizing the meter service but supplemented by personal interviewing not only of the entire sample but of families outside the sample.

This, he said, would be a check on the sample as typical of all listeners and would also help the user to "determine if possible the depth of sponsor identification and further information with regard to general overall listening habits, audience composition and public reaction to major programs now and in the future on the air."

FM, Video Coverage

This ideal service should cover FM and television broadcasts as well as AM, Mr. Gill said. He also proposed that it "provide data on general listening habits by hours of the day, days of the week, months of the year; that a system be devised to rate network preference; that data be processed to give us information on the number of homes reached per dollar expended for both time and talent.

"Such a service as herewith proposed could, in addition, give us data on minute-by-minute audiences, the effect of competition, the effect of preceding and following programs, the relationship between total audience (the number of people who tuned in at any time during the program) and average audience (the number of people listening during the average minute).

"This would provide a guide for the purchase of talent, the placing of commercials, and in an extremely important category would provide us with information on the efficiency of one-minute spots and chain breaks in reaching and impressing an audience. It would give us information which would allow us to fit our program to the market we are attempting to reach by city sizes, income classes, age groups, family size and so forth, and would periodically provide data on sponsor identification and audience reaction."

The value of speed in reporting was stressed by Mr. Gill, who said that as far back as 1938 experiments were made with a mechanical recording device utilizing shortwave radio to send information from receivers to a central point. He urged that some such device be perfected as soon as possible to provide more rapid reporting of program ratings.

Anticipating the question of financing his ideal rating service, Mr. Gill proposed that it be privately owned and operated. "The industry," he concluded, "could well control such a private organization by an advisory committee representing stations, networks, advertisers, advertising agencies and, perhaps, radio station representatives as well, who would supervise the work of the radio reporting organization doing the job."

Sanguine Results

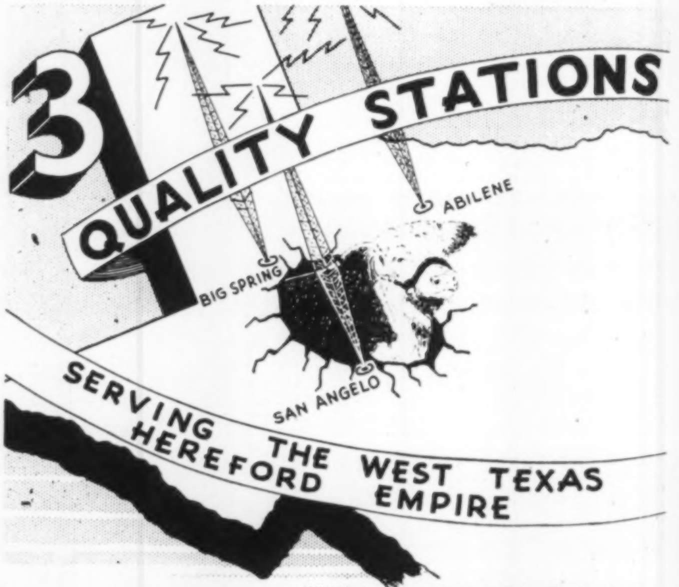
WRUF Gainesville, Fla., was quite pleased with itself last week. The station received a call from the U. of Florida infirmary asking for an announcement requesting type A blood donors for a young man badly in need of a transfusion. After four ten-second spot announcements, another call came in requesting that they be stopped. The infirmary was swamped with type A donors. Unusual angle is that only two in five persons have type A and less than that number are aware of the fact. The young man recovered.

Hooper Answer

(*Continued from page 48*)

tion is for experiments "through immediate recall interviews, to determine into what category the homes whose telephone was busy would have fallen if contact had been established." CAB discards "busy's"; Hooper prorates them in direct ratio to persons who do answer the phone; Dr. Zeisel recommends in his report that half the "busy's" be distributed a la Hooper, half dropped a la CAB.

Stating that this is a major factor which varies in quantity from "hour-to-hour, day-to-day, season-to-season and, as we recently discovered, to a maximum degree from peace-to-war," Hooper recommends careful examination before any change is made, urging more experimenting and perhaps an exhaustive annual study.



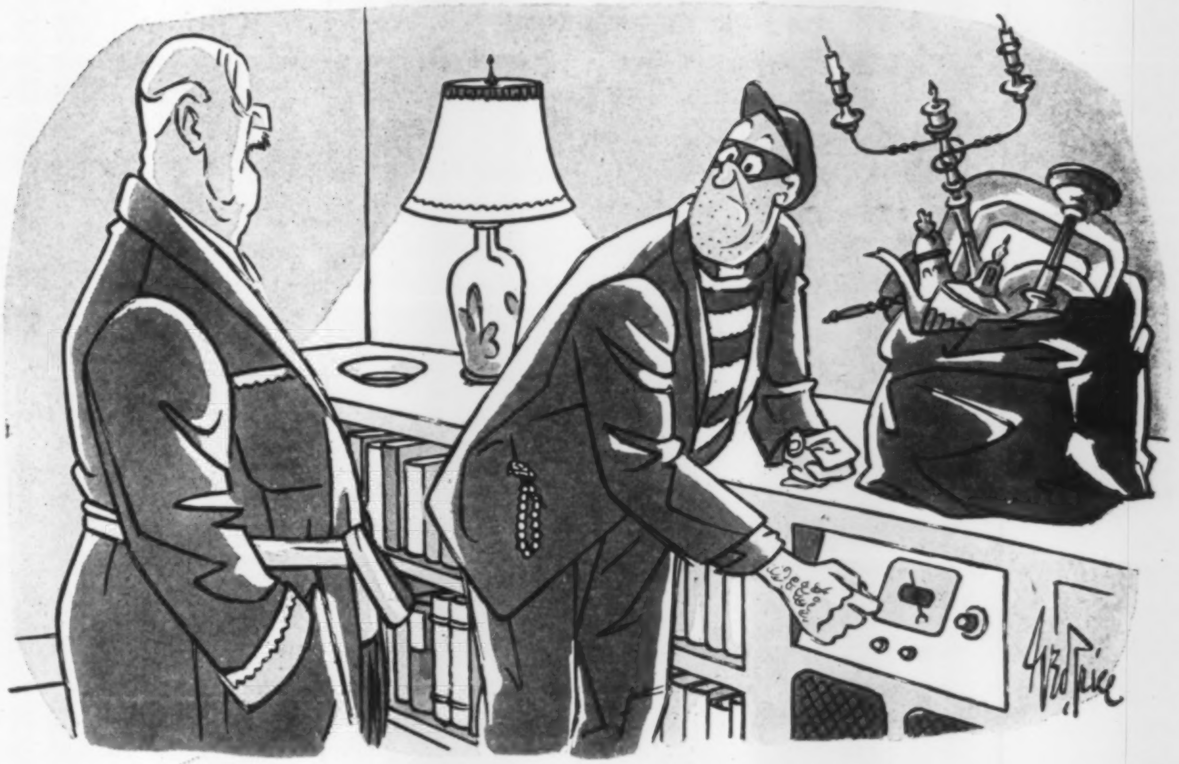
Available in Combination at a big saving as

West Texas Network

Affiliates of American, Mutual and Texas State Networks

KRBC ABILENE
KBST BIG SPRING
KGKL SAN ANGELO

John E. Pearson Co. • Chicago, New York, Kansas City



"If you're trying to pick up something really hot...

Listen to ABC"

Just as better programs are getting more and more people to listen to ABC stations, economical rates are getting more and more advertisers to listen to ABC's sales story. No matter how you look at it, ABC offers advertisers the best value in radio today: *One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more—yet ABC's 202 stations reach all the people who live in Twenty-Two Million* radio homes located in practically every major market in the U. S.!*

What's more, the per-dollar value of advertising on ABC is growing greater all the time as more families everywhere depend on their ABC stations for news and entertainment. They are finding that ABC gives them worth-listening-to programs of *every* kind—the news presented by *Winchell, Davis, LaGuardia, Swing* and a score of other famous reporters; great music on such programs as the *Boston Symphony* and the *Sunday Evening Hour;* the fine daytime entertainment of the *Breakfast Club, Breakfast in Hollywood, Ladies Be Seated, Bride and Groom.* That is why ABC keeps building—and holding—a bigger audience for advertisers.

It's because they are able to reach this rich, nation-wide audience *during good time periods at economical cost* that so many leading advertisers are using ABC today. Valuable ABC franchises have already been nailed down by some of the shrewdest buyers of radio time—General Mills, Philco, Swift, Kellogg, Westinghouse, P & G, Jergens and many more.

If *you* are looking for good radio time at low cost, it will pay you to get the full story from an ABC representative as soon as possible.

**Night-time coverage. This figure continues to climb with steadily improving station facilities.*

7 REASONS
why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 RADIO HOMES,** located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **202 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

So... we too

WCKY
CINCINNATI

. . . ne
pow , a

nc

Since lo
349.2%!
—no a

wh

Provi g
a sta ion
in th ne
or no , V

T

50

The Nation's Leading Indep

k the 50.000...

. . .ne 1, 1945. We took our 50,000 watts of punchy sales pow , and made it the free and independent voice of the air.

nd what happened? . . . .

Sinc last June, national ¼ hour programs have increased 349.2%! Local ¼ hour programs have increased 104.8%. And —no a single cancellation of any ¼ hour program.

hich proves what? . . . .

rovi g that WCKY has 50,000 watts of terrific selling power, st ion capable of being heard by 5 out of every 6 persons th nation, proven listener coverage. In short, independent r no , WCKY delivers the goods!

Want detailed facts on coverage?
Ask a Free & Peters man . . . or write

WCKY

The *L. B. Wilson* Station

CINCINNATI

50,000 Watts of Sales Power

ependent Voice On The Air

Editorial

Program Report: VII

EVENTS of vast importance to the nation's radio have transpired in the last fortnight. They are of no less importance to the nation's press.

First, there was the public demonstration of high-speed facsimile, development of which had been kept from the public gaze during the war years. These showings established the technical feasibility of the electronic newspaper.

Then, last week the Associated Press threw open its cooperative organization to associate membership for stations. That constitutes full recognition of radio as a news medium. There was a handful of diehards at the AP meeting. A decade ago the vote probably would have been reversed.

These developments stress the kinship of radio and the press. The fact that about 275 of the 1,000 AM stations are newspaper-owned or affiliated; that some 330 of the 834 FM applications are from newspaper interests; that most of the officers and directors of both the Associated Press and the American Newspaper Publishers Assn. are identified with newspapers which own stations, and that newspapers are adopting radio selling methods, attest to the affinity of these two great arts.

The parallel fails in one vital respect: Government regulation. Attempts have been made by Government to encroach upon newspaper freedom. The last effort was in the *Esquire* case, where the Supreme Court slapped down the Postmaster General for attempting censorship.

Radio is licensed. Newspapers are not—*directly*. As newspapers get into radio that phase of their operation comes within the purview of Government. Facsimile, as we pointed out here last week, will mean *direct* scrutiny by an agency of Government—the FCC—of *program* content, which obviously embraces news.

The FCC's Blue Book, that best seller titled "Public Service Responsibility of Broadcast Licensees," makes crystal clear the extent to which the FCC aspires to control programs, whatever the main business of the licensee. The FCC's majority for years has looked askance upon newspaper ownership of stations. It hasn't been able to do anything about it in the open because of Congressional opinion.

In its multi-front offensive to grasp control of the social, economic and program phases of radio, the FCC is about to invoke its experimental "auction sales" procedure to govern station sales and transfers. This procedure, commonly called the Avco Plan, throws open to public bidding all transfers of license, with the FCC to select the new owner. If the licensee doesn't approve of the selection, the licensee can stay in the business unto his death.

Oral arguments were heard by the Commission a few days ago on this proposed Avco plan. The NAB appeared. Two other attorneys appeared briefly to protest application of the proposed rule to transfers from executors to trustees and heirs. But there was no organized resistance from licensees against an innovation in administrative law that departs from basic concepts of the rights of property owners.

NAB President Justin Miller at NAB district meetings several times has alluded to the "fear complex" of broadcasters engendered by FCC methods. He has said that many licensees appear to be "timid" and fearful of FCC reprisals. Although the FCC expresses wide-eyed amazement and is at a loss to understand why there should be the slightest reason for such an attitude, there are broadcasters who could recite, chapter and verse, how such things have happened. But they wouldn't publicly, because they fear the FCC's wrath.

The FCC won't agree to a test of its powers to regulate the program and business aspects of broadcast operations. Rest assured that when it does take summary action, it will come in an extreme situation where the station is attacked on several grounds—not on failure to comply with the implied Blue Book requirements alone.

If the newspapers backed up their avid business interest in radio with the same sort of editorial zeal that has kept the nation's press untrammeled *till now*, we venture the FCC wouldn't attempt these fanciful flights into censorship.

At the turn of the Nineteenth Century there was a youthful editor, Peter Zenger, who defied Governmental edicts which encroached upon freedom of the press. He languished in prison for a time. He eventually won. He is the symbol of a free American journalism.

Somewhere there must be a radio Peter Zenger.

(News) Men Bite Mike

LAST WEEK was newspaper week in New York. American Newspaper Publishers Assn. held its annual convention. The Associated Press, great cooperative newsgathering organization, concurrently held its meeting.

Elections were held by the two membership organizations—AP and ANPA. Is the leadership of newspaperdom interested in radio? Here's the story:

The Associated Press
Officers and members of Executive Committee

Frank B. Noyes, honorary president. *Washington Star* (WMAL)
Robert McLean, president. *Philadelphia Bulletin* (WPEN)
Norman Chandler, first vice president. *Los Angeles Times* (Applicant for FM and television, holder of experimental television license).
Edward E. Lindsay, second vice president. *Decatur* (Ill.) *Herald & Review* (WSOY)
Paul Bellamy, *Cleveland Plain Dealer* (WHK, WHKK, WHKC)
Arthur Hays Sulzberger, *New York Times* (WQXR-WQXQ)
George F. Booth, *Worcester* (Mass.) *Telegram* (WTAG)
Paul Patterson, *Baltimore Sun* (Applicant for AM, FM, Television)
Stuart H. Perry, *Adrian* (Mich.) *Telegraph* (No radio)

ANPA
Officers & Directors

William G. Chandler, president. Scripps-Howard Newspapers (WMC, WNOX, WCPO)
David W. Howe, vice president. *Burlington* (Vt.) *Free-Press* (No radio)
S. R. Winch, secretary. *Portland* (Ore.) *Journal* (KALE)
Edwin S. Friendly, treasurer. *New York Sun* (No radio)
Bert N. Honea, *Fort Worth Star-Telegram* (WBAP, KGKO)
George C. Biggers, *Atlanta Journal* (WSB)
Charles F. McCahill, *Cleveland News* (Ownership affiliated with WHK, WHKC, WHKK)
J. L. Stackhouse, *Easton* (Pa.) *Express* (No radio)
J. D. Funk, *Santa Monica* (Calif.) *Outlook* (No radio)

Our Respects To —

LESLIE WELLS JOY

IT WAS an inauspicious start Leslie Joy made over the air 23 years ago. His first assignment was as a singer on WJZ New York on a St. Patrick's Day program. Trouble was that John McCormack was also singing at the same time on WEAF. WJZ's listening audience hit a new low that night.

Twelve years later he left New York for Philadelphia to become liaison officer for NBC which was then operating KYW for Westinghouse. In 1936 he was appointed KYW general manager and has been at the helm ever since.

In those 23 years he has seen the rise of the great broadcasting chains from coast to coast. In the early days he was in charge of the favorite with pioneer listeners, the *Goldy and Dusty Show*. He announced the Lindbergh flight to Paris. He was present at the first network-sponsored program, and he was in the studios for the first scheduled trans-Atlantic broadcast.

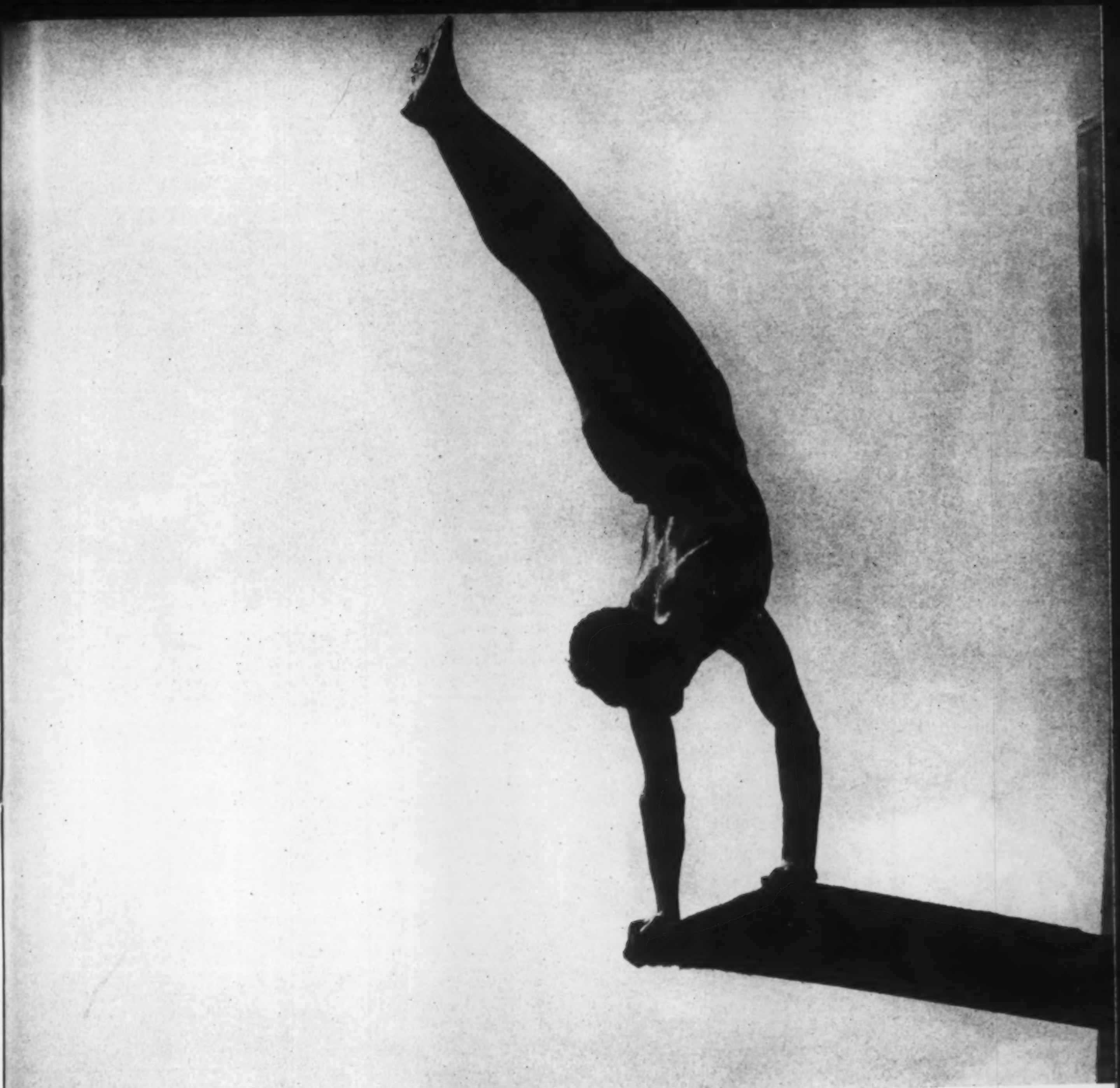
As a result of his deep respect for radio as a public servant, one of his outstanding contributions has been aiding in the establishment of a constructive series of educational programs on the 50,000 w KYW. The station, which was the ninth to be established in America, moved to its mid-city home at 1619 Walnut Street under Mr. Joy's direction, in 1938. It was founded in Chicago in 1921, and went to Philadelphia in 1935, as one of the three stations east of the Mississippi with a "K" call letter.

Les was born in Tacoma, Wash., in 1894, the son of a pioneer family that had trekked to Washington Territory in the early 80's. When he was quite young, the family returned East and Les received his early education at Peeksville Military Academy. Then followed four years at the Wharton School of the U. of Pennsylvania, class of '16, where he majored in advertising.

Inheriting musical tastes from his father, Les was a member of the Mask and Wig Club at the University and of the Glee Club. He later sang leading roles of Gilbert and Sullivan operettas with the Savoy Company and has been active in the Orpheus Club of Philadelphia. He is also a member of the Racquet Club and Radio's Twenty-Year Club.

He was starting some postgraduate classes when World War I broke out and he joined the Army as a balloon observer for the heavy artillery, stationed first at Omaha and later at Arcadia, Calif. The war over, he turned his

(*Continued on page 58*)



BALANCE HOLDS THE AUDIENCE......

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Pepsi-Cola Drops

PEPSI-COLA Co., Long Island City, May 19 discontinues Quentin Reynolds program, *Let's Talk It Over*, MBS, Sun. 6:45-7 p.m. Network is discussing plans to keep show as a sustainer. Agency for Pepsi-Cola is Newell Emmett Co., New York.

KATO to Don Lee

FORTIETH affiliate of Don Lee Broadcasting System will be KATO Reno, Nev., effective June 1. Authorized in March, outlet is owned by Sierra Broadcasting Co., will operate fulltime with 250 w on 1340 kc.

MANAGEMENT

PROF. EDWIN H. ARMSTRONG, inventor of FM, and **C. M. JANSKY Jr.**, consulting radio engineer, will discuss the present and future relationships of FM to advertising agency thinking and planning, April 30, 4 p.m., at Ritz-Carlton Hotel, New York. **THOMAS TINSLEY**, owner of WITH Baltimore, and **ROBERT EMBRY**, station's general manager, are hosts at the meeting and cocktail party to follow.

W. H. GOAN, general manager of WAYS Charlotte, N. C., and m.c. of Saturday morning "Young Americans Club," flew to Shreveport, La., to assist in organization of a similar club for broadcast over KTBS, that city. Affiliate company of Foremost Dairy Farms, Charlotte, sponsor of WAYS show, will sponsor KTBS program.

WESLEY I. DUMM, president of Universal Broadcasting Co., operating KSFO KXLA KXA, is in Washington attending the clear channel hearings. Following New York business conferences he returns to his Hollywood headquarters in mid-May.

ROGER W. CLIPP, general manager of WFIL Philadelphia, has been appointed chairman of the Radio Committee for the United Nations Philadelphia Food Drive starting May 12 by Owen J. Roberts, president of The United Nations Council of Philadelphia.

CHESTER L. THOMAS, general manager of KXOK St. Louis, April 23 presented a transcribed library of important wartime speeches to the Speech and Radio Division of Stephens College, Columbia, Mo. Presentation was broadcast from college auditorium. Additions to the library will be made by KXOK from time to time.

BEN B. SANDERS, manager of KICD Spencer, Iowa, is the father of a girl.

H. LESLIE ATLASS, vice president in charge of CBS Central Division and general manager of WBBM Chicago, April 26 in broadcast presentation was awarded U. S. Treasury Dept. Silver Medal in behalf of station's war bond activities.

G. C. W. BROWNE, acting Controller of Radio for Canada, last week became Controller of Radio [CLOSED CIRCUIT, April 22], succeeding **WALTER A. RUSH**, who retired April 25 after 24 years in Government communications.

COMMERCIAL

STEPHEN A. MACHCINSKI Jr., on the New York sales staff of Adam J. Young Jr. Inc., has purchased shares of stock in that company. Other stockholders are **ADAM J. YOUNG Jr.**, who maintains controlling interest, **PAUL WILSON** of the New York staff and **BOB RUSSELL** of the Chicago office.

TOM DELANEY, after service with the armed forces, has rejoined the sales staff of WWRL New York.

SYD GAYNOR, general sales manager of Don Lee Broadcasting System, April 27 was to leave Hollywood for business trip to the East. He will stop several days in Chicago, spend a week in New York and stop again in Chicago enroute back to the Coast. He is expected to return to Hollywood May 13.

JOE Di NATALE, commercial manager of KODY North Platte, Neb., has been elected first president of newly formed Junior Chamber of Commerce, North Platte.

CHET DOYLE, account executive of CBS Hollywood, has resigned to become Los Angeles manager of George D. Close Inc., newspaper and station representative. Firm represents The Branham Co. list of stations on West Coast.

ED DeGRAY, business manager of WBT Charlotte, N. C., and onetime University of North Carolina tennis star, played exhibition match at Davidson College with the tennis coach of that college, Bill Lufler, as prelude to an intra-school student tournament.

WILLIAM TREANOR, member of the continuity department of WOL Washington, has been appointed station traffic manager. He succeeds **LOUISE GILBERT**, now assistant to **ARTHUR CASEY**, assistant general manager.

BOYD RIPPEY, released from the Army, rejoins sales staff of KFRC San Francisco.

WWDC Washington has appointed Forjoe & Co. as national representative effective May 1.

GEORGE BOUCK of the commercial department of CHEX Peterborough, Ont., has married Sheila Maguire.

DOUGLAS BAKER, out of RCAF, has joined commercial staff of CKWS Kingston, Ont.

R. O. L'AMI, discharged from RCAF, has joined CJAV Port Alberni, B. C., as commercial manager. New station, operating with 250 w on 1240 kc, is represented by Radio Representatives, Toronto.

Derby Films Sponsored For WCBW Television

FILMS of the Kentucky Derby May 4 at Churchill Downs will be flown to New York, processed and telecast the following evening on WCBW, CBS video station, with Bristol-Myers Co., New York, sponsoring the program for Vitalis. Arrangements were made by Doherty, Clifford & Shenfield, New York, B-M agency.

Program will feature a novel video commercial by including in the crowd scenes at the Derby the actor, West Hooker, who does the beginning and closing commercials. Mr. Hooker, shown at the opening of the program dressing and combing his hair smoothly after a dash of Vitalis, dons a plainly patterned sports jacket which identifies him in the Derby pictures, for which he will be flown to Kentucky. Closing commercial shows him, hair still unruffled, back home after the race. Tele-Cine is handling the filming of the commercials.

Respects

(*Continued from page 56*)

attention to concert work. That first radio appearance was an outgrowth of the concert work.

In 1925 when WEAF had a staff of 35, John Holman, now FM manager of Westinghouse Radio Stations Inc., was program manager of the New York station. With an eye to the future, he asked Mr. Joy to join the staff as announcer.

A year later, when NBC was being formed, Les was given assignments in the program department. He was later in charge of the formation of the first NBC production department. Three years later he became an NBC executive under Vice President and General Manager George F. McClellan on special assignments incidental to organization problems. And in 1935 he joined KYW.

In 1930 he married Anne Lutz of Princeton, N. J. With their 12-year-old son, Leslie Wells Jr., they live on a 12-acre farm at Chester Springs, just outside of Philadelphia. When he isn't building additions to his home, Les listens to Gilbert and Sullivan records.

GOSH, WE SHORE LOVE WDAY!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%

WDAY is the odds-on favorite here in the Red River Valley—has more listeners than all the twelve other stations heard in its coverage area, *all* put together!

WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

PHILADELPHIA'S
No. 1 *Station*

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts
WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Savannah is the Home of Major Industries

The Southern Cotton Oil Company
Scoco
Snowdrift
Wesson Oil
Southport Two Coat System

Photo by Fairchild Aerial Survey, Inc., N. Y. C.

The Southern Cotton Oil Company (subsidiary of Wesson Oil & Snowdrift) is but one of Savannah's great permanent industries that add to this community's bright industrial future.

"Wesson Oil", "Snowdrift" and "Scoco" are household words not only in thousands of homes throughout America, but in scores of nations throughout the world—from which they bring back millions of dollars to be spent in this prosperous market.

The Savannah Seaboard Market, which never lost a step from war to peace, is vibrant with activity—ready, willing and able to buy *your* products in profitable volume. And Savannah's own NBC station covers this market—at the lowest per-person cost of any medium.

WSAV

"THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

NBC

Selling the New Savannah Seaboard Market

"COMBINING GOOD CITIZENSHIP WITH GOOD BROADCASTING"

IN THE WARNER MAN

Radio Station

Owned and Operated in Hollywood by Warner Bros. Pictures In

Peabody Radio

FOR "OUTSTANDING PUBLIC SERVICE"

"WE FEEL THAT ALL IN THE MOTION PICTURE
MAY WELL TAKE PRIDE IN HAVING STATION
AS THE 'HEART' OF HOLLYWOOD"

Jack

MANNER

n KFWB

tures Inc. has Received the

o Award

ICE" DURING 1945

CTURE INDUSTRY
ATION **KFWB**
OOD"

k L. Warner

SOME OF OUR "OUTSTANDING PUBLIC SERVICES"

The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost $100,000 for the Red Cross.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".

THE 'HEART' OF HOLLYWOOD KFWB

Washington Favorites

WMAL and

Ruth Crane

Director of Women's Activities at WMAL, who has achieved an enviable position in Washington. Her daily program, "The MODERN WOMAN," is outstanding.

Want proof? Ask any of her current sponsors, including *Rockwood Chocolates, Herb-Ox, Brer Rabbit, Morrell, Sofskin, Krashe, Bathasweet, Tintex, Scoop, Barbizon, Conformal, and Reader's Digest.*

For complete facts on this remarkable program call ABC Spot Sales or The Evening Star Station in Washington, D. C.

WMAL

AGENCIES

A. S. STRONACH and **LESTER GOTTLIEB** have been appointed manager of the program development department and supervisor of program development department in charge of all creative work respectively for the unit in New York of Young & Rubicam. Mr. Stronach was formerly head of talent buying and Mr. Gottlieb was manager of radio publicity. **HARRY RAUCH**, assistant manager of radio publicity, succeeds Mr. Gottlieb. Latter will coordinate his new activities with **A. J. SCALPONE**, supervisor of program development in agency's Hollywood office. **ROBERT HUSSEY** continues as head of talent in Hollywood.

EMERSON FOOTE, president of Foote, Cone & Belding, New York, left for the West Coast last week to personally supervise summer replacements on agency's shows.

VERA J. MUENZER, assistant treasurer of Anderson, Davis & Platte, New York, has been appointed space and time buyer for a group of the agency accounts, including all those in home furnishings field, succeeding **GEORGE DeSOLA**, who relinquishes his media functions to devote full time to account executive duties.

BBDO New York, Publicity Dept., under the direction of **WILLIAM P. MALONEY**, has expanded to include a radio publicity and promotion division, headed by **JAMES A. McGARRY**. Agency is incorporating its former radio promotion and merchandising department as a function of the regular publicity department, to be known as Radio Publicity and Promotion Division. Department will handle following shows: "Theatre Guild on The Air," "Cavalcade of America," "Detect and Collect," "Woody Herman Show" and "This Is My Best."

JULES NATHAN, marketing and research director of Franklin Bruck Adv., New York, since 1939, has been made a member of the firm and elected to the board of directors.

R. KEITH FRAZINE, after three years with the Air Transport Command and former account executive and general manager of Gordon Vichek Co., Cleveland, has joined Kelly, Nason, New York, as assistant account executive.

JOHN McCLEAN, released from the Navy as lieutenant after three years of service, has been appointed by Pedlar & Ryan, New York, as assistant account executive on Camay, Procter & Gamble Co. product. During service he was aide to Commodore L. W. Busbey Jr.

RICHARD K. JONES has been promoted to director of media for Ralph H. Jones Co., Cincinnati. Son of **RALPH H. JONES**, founder and head of the organization until his retirement three years ago, Mr. Jones formerly was assistant to **WILLIAM FRIETSCH Jr.**, media director, who resigned to join McCann-Erickson, Chicago, in similar capacity.

ROBERT J. ENDERS Adv., Washington, has moved to larger quarters in the Atlantic Bldg.

ERIK MEIDELL, **LEE EDMISTON** and **GORDON GAKKEN** have been added to the production staff of Evans Assoc., Chicago.

RALSTEN LEWIS, released from the Army as captain after four years of service, has been added to staff of Lewis & Gilman, Philadelphia.

BLANCHE MARTIN, director of advertising and sales for Child Development, last week was elected president of the Women's Advertising Club of Chicago at monthly meeting at Huyler's Restaurant.

CAL KUHL, Hollywood producer of The Biow Co. on CBS "Maisie" program and RCA Victor recording executive, is the father of a girl born April 19.

JOHN P. RILEY Jr., discharged from Navy as lieutenant after four years of service, has joined Harry J. Wendland Adv., Los Angeles, as personal assistant to **HARRIS WENDLAND**.

MILDRED B. NAFE, formerly with Behel and Waldie and Briggs, has joined the production department of Goldman & Gross, Chicago.

MARVIN HARMS, account executive with Hill Blackett & Co., Chicago, has resigned to become vice president and manager of the Chicago office of H. W. Kastor & Sons. Mr. Harms succeeds **EDWARD ALESHIRE**, who resigned last month to head the commercial firm and radio production division of Geyer, Cornell & Newell, Hollywood.

WALTER HAEHNLE Adv., Cincinnati, moves from 123 E. Sixth St. to larger quarters at 727 Dixie Terminal Bldg., Fourth & Walnut Sts. New additions to staff: **J. RICHARD BRITE**, former newswriter of ABC New York and WLW Cincinnati, to copywriting; **JESSE SROFE**, industrial designer and head of creative displays; **JOSEPH WINSTEL**, production.

CHESTER MacCRACKEN, radio director of Doherty, Clifford & Shenfield, New York, is in Hollywood for two weeks on routine business relating to "The Alan Young Show."

P. D. MACAROW has been appointed vice president of McKim Adv., Montreal. He has been with agency's Montreal office for 10 years.

WILLIAM VON ZEHLE & Co., New York, has leased additional space at 28 W. 44th St., in addition to its offices at 25 W. 43d St.

CHARLES CHAPLIN and **SELMA SCHONFELD**, radio director and time buyer respectively of Hillman-Shane Adv., Los Angeles, switch to Brisacher, Van Norden & Staff, that city, in similar capacity on May 1. **JERRY FROST**, assistant to Mr. Chaplin; **HUMPHREY BOURNE**, copy writer; and **CHARLES SHAW**, production supervisor, also transfer to latter agency on that date.

DOROTHY P. GOODRIDGE, former advertising manager of Pinaud Inc., New York, has been named fashion director of Glasser-Gailey & Co., Los Angeles.

HAYS BUSH with Navy discharge has joined Klitten & Thomas Adv., Los Angeles, as junior account executive. **GERALD RAVENSCROFT**, discharged from AAF as lieutenant, has joined agency art and production staff.

LEN CAREY, formerly of Lockwood-Shackelford Adv., has joined BBDO Los Angeles as account executive.

GERTRUDE STARK, for three years radio director of The Mayers Co., Los Angeles, has resigned.

WARD SCHULTZ, financial editor of The Detroit Times for 10 years, has been named director of public relations for Detroit office of Grant Adv., succeeding **J. H. DEVINS**, transferred to Chicago office.

J. M. COTTINGHAM Jr., before three years' service in the USN Aviation Training Administration advertising manager for Cook Paint and Varnish Co., Kansas City, has joined Fuller & Smith & Ross, New York, as account executive.

SAMUEL CROOT Co., New York, has been elected to membership in the American Association of Advertising Agencies.

SETH D. TOBIAS, after service with the armed forces as a captain, has returned to H. W. Fairfax Adv., New York, as an account executive.

SAM GRODEN, former traffic manager of Shappe-Wilkes, New York, has been appointed general manager of the agency.

THOMAS HUGHES, vice president, National Export Advertising Service, New York, has left on a business trip to Brazil, Colombia, Costa Rica, Guatemala, Mexico, Panama, Trinidad and Venezuela to contact associate agencies, media and clients' sales representatives.

BRUNO SKOGGARD, discharged from RCAF as a pilot after four years' service, has rejoined creative staff of Fuller & Smith & Ross, New York. **RAYMOND J. LEICHT**, also service veteran, is new addition to the Fuller & Smith & Ross creative staff.

ERWIN H. KLAUS, former sales promotion manager of Plumbing & Heating Business, national publication, has been named market research director of Henry H. Sterling Inc., Los Angeles. Others added to agency staff include **REX J. IRVINE**, former production and art director of The Essig Co., Los Angeles, as production manager, and **EMMET CROTZER**, account executive.

CLARK KUNEY, formerly of WGN Chicago, has been appointed assistant sales manager of Advertising Engineers Corp., Los Angeles. **RICHARD HUTCHINSON**, formerly of WXYZ Detroit, has joined agency as account executive. **BILL LEYDEN** has been added as promotion manager, with **FELIX De COLA** taking duties of radio department musical director.

WALTER WADE, president of Wade Adv., Chicago, is in Hollywood for conferences with **ROBERT E. DWYER**, agency West Coast manager, on programs originating from that city.

POTTS-TURNBULL Co., Kansas City, has established western division offices at 417 S. Hill St., Los Angeles, with **JOHN F. WHITEHEAD** in charge as manager. Telephone is Mutual 8685. Mr. Whitehead for past year was public relations director for Los Angeles area of Veterans Service Center.

HAROLD C. McCOLLOM Jr., after two years military service and previously account executive at Benton & Bowles, New York, has joined Kastor, Farrell, Chesley & Clifford, New York, as account executive.

DONALD KLYCE, after Army service as captain, returns to research department of Kudner Agency, New York.

KENNETH A. WESTERVELT, released from Army and previously partner in Otis A. Sibley Adv., joins Geyer, Cornell & Newell, as an assistant account executive in Detroit office.

ROBERT H. DINGWALL, former lieutenant in the Navy and before that assistant to the research director of Charles W. Hoyt Co., New York, has rejoined that agency as assistant to the head of the media department.

PAUL CAREY, former copywriter at Grey Advertising, New York, has joined copy department of Walter Weir Inc., New York.

WADE Adv., Chicago, has moved office from 208 W. Washington to larger quarters in Civic Opera Bldg.

More people listen
to WAKR
than to
any other station
heard in Akron

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

300 stations —and still growing*

CKLW
KABR
KALE
KALL
KASA
KAST
KBIZ
KBND
KBON
KBST
KBTM
KBWD
KCKN
KCMC
KCOK
KDB
KDFN
KDLR
KDON
KDRO
KDTH
KELA
KFBI
KFEL
KFFA
KFIO
KFIZ
KFJB
KFJI
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WHLN

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WKBV
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WKIX
WKLA

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WNEX
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WRHI
WRLC
WROX
WRR
WRRN
WRUF
WSAP
WSAR
WSAY
WSIX
WSLB
WSON
WSSV
WSTP
WSTV
WSYB
WTAL
WTCM
WTMC
WTSP
WWSR

Listen to the new Mutual programs over your neighborly MBS station. Increasing recognition of our progress comes from radio artists and station men; from advertisers and their agencies; and from listeners themselves. The combination of *better programs* plus *expanded facilities* is the solid base on which we are building this network.

300th station, WKRZ, Oil City, Pa., added April 27, 1946

MUTUAL
BROADCASTING SYSTEM
WORLD'S LARGEST NETWORK

Hon. Leon Levine
Columbia Broadcasting System
New York City

Dear Leon:

Our new Education Department certainly went all out to promote the 'School of the Air' during the past year. First we sent three kids to New York for writing essays about the program and now this week we'll award $325 in cash to the three schools who made the best use of the program in connection with their regular school curriculum. I reckon the folks down here sure knew about the 'School of the Air' being broadcast over WCHS. But we're not bashful . . . that's the way we do things down here.

Yrs,
Algy

WCHS
Charleston, W. Va.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
John Elmer Pres
George H Roeder Gen'l Mgr
FREE & PETERS Inc Exclusive Nat'l Rep

French

(Continued from page 34)

broke out he was editor in chief of the daily *La Republique*, Paris.

Although he returns to France on June 10, Paul Gilson is permanent representative of Radiodiffusion Francaise in the U. S. with headquarters at 14 E. 53d St., New York. Following is M. Lange's U. S. itinerary:

Trip Schedule

Cincinnati, April 30; Cleveland, May 1; Chicago, May 2-3; Des Moines, May 4; San Francisco, May 5-6; Los Angeles, May 7-10; Dallas, May 11; New Orleans, May 14-15; St. Louis, May 16; New York, May 17. He will be in Mexico City May 12-13 and will visit Canada, Boston and other New England areas the latter part of May.

At the Tuesday luncheon Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, recalled his own visit to France last year in connection with a study of transport problems. He reviewed history of Anglo-French relations.

President Miller called for a toast to continued good relations between France and the U. S., to which M. Lange responded briefly. Others who spoke were Edward M. Kirby, NAB public relations counsellor; Frank Stanton, CBS president; Joseph H. Ream, CBS vice president and secretary; Frank M. Russell, NBC Washington vice president; Clair R. McCollough, WGAL Lancaster; Kenneth H. Berkeley, WMAL Washington; Marshall H. Pengra, KRNR Roseburg, Ore.; Sol Taishoff, BROADCASTING; Capt. Ted Bergman, executive officer, Radio Branch, War Dept. Bureau of Public Relations.

Luncheon Guests

In introducing M. Lange, President Miller recalled the cordial reception given the ETO mission last summer during its visit in France. M. Lange voiced his appreciation of consideration shown him during his American visit. Attending the luncheon were members of the broadcasters' mission, as well as the NAB Small Market Stations Executive Committee. Guest list follows:

M. Lange, Rep. Lea, Messrs. Miller, Kirby, Stanton, Ream, Russell, McCollough, Berkeley, Pengra, Taishoff, Capt. Bergman; Ben Strouse, WWDC Washington; Robert T. Mason, WMRN Marion, Ohio; James R. Curtis, KFRO Longivew, Tex.; William C. Grove, KFBC Cheyenne; Glenn Marshall Jr., WFOY St. Augustine, Fla.; Wayne Cribb, KHMO Hannibal, Mo.; A. D. Willard Jr., NAB executive vice president; Don Petty, NAB general counsel; Frank E. Pellegrin, NAB director of broadcast advertising; J. Allen Brown, head of NAB Small Market Stations Division; Charles A. Batson, NAB director of information.

ALLIED ARTS

JOHN McKAY, former head of the NBC press department and more recently publicity director of King Features Service, has opened his own public relations office at 515 Madison Ave., New York. First client is Allen B. DuMont Labs., manufacturer of cathode ray tubes and television equipment and operator of video stations WABD New York and W3XWT Washington.

JAMES H. CARMINE, vice president in charge of merchandising, Philco Corp., Philadelphia, April 23 addressed the luncheon meeting of the Sales Executives Club, Roosevelt Hotel, New York, on "Launching a Postwar Merchandising Campaign."

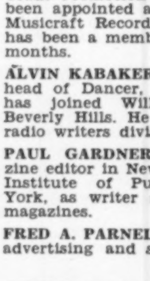
WILLIAM MORRIS Agency, Hollywood, has created a new department to sell talent to recording firms. **CHARLES WICKS** and **SHIRLEY WILLSON** head new department in Beverly Hills, Calif.

PRESS WIRELESS has acquired two new stockholders, Rocky Mount (N. C.) Telegram and Editor & Publisher, under a stock reorganization recently adopted by the news service.

PETER FRITCH, former supervisor of importable products division, Argentine Trade Promotion Corp., New York, has been appointed advertising manager of Musicraft Records Inc., New York. He has been a member of the firm for six months.

ALVIN KABAKER, former Pacific Coast head of Dancer, Fitzgerald & Sample, has joined William Morris Agency, Beverly Hills. He will be in charge of radio writers division.

PAUL GARDNER, former ABC magazine editor in New York, has joined the Institute of Public Relations, New York, as writer and contact man for magazines.



Mr. Parnell

FRED A. PARNELL has been appointed advertising and sales promotion manager for the General Electric Co. Receiver Division, Bridgeport, Conn. An account executive at Maxon Inc., New York, Mr. Parnell for the past year has supervised the division's advertising and sales promotion handled by the agency. He entered the agency field in 1941 after more than 12 years in advertising and sales work with GE.

WALT SHELDON, former assistant program director of WCAU Philadelphia, has joined the public relations section of the Philadelphia branch office No. 3 of the Veterans Administration.

HARRY HOWARD HAYES, released from the Navy as lieutenant, has joined the contact staff of Standard Rate and Data Service, New York.

IRWIN A. SHANE, executive director of Television Workshop, New York, addressed the Southern Display Assn. convention in Houston, Tex., April 23. Stressing sales power of television and relatively low cost of intra-store installations as compared with that of a video station—$25,000 to $40,000 as compared to $250,000, Mr. Shane stated that "the chances are three to one or better that many a leading department store in a city of over 100,000 population will have television long before there's a commercial station operating in the store's town."

JAMES I. BENJAMIN, former general manager of Pilot Radio Corp., has been appointed manager of the radio and electronic division of Lewyt Corp., Brooklyn.

CHARLES D. WERWIN, former buyer for Remington Arms Co., Kansas City, and **EARL J. MAAG**, former buyer for Peters Cartridge Co., Bridgeport, Conn., have been appointed purchasing agents for Columbia Recording Corp. at the Bridgeport and Kings Mills, Ohio, plants respectively.

ALDEN C. OLANDER has been appointed retail merchandising manager of Bendix Home Appliances Inc., South Bend, Ind., succeeding **N. D. CRAIGHEAD**, promoted to assistant sales manager.

WILEY D. WENGER, commercial engineer of the RCA Victor Division, Camden, N. J., addressed the annual spring meeting of the Society of the Plastics Industry April 24 at Commodore Hotel, New York, on the electronic sealing of plastic fabrics.

Mr. Bishop

ROBERT H. BISHOP, former general sales manager of the lighting products division, Sylvania Electric Products, New York, has been appointed director of sales for all divisions and subsidiaries of the organization.

HERMAN SCHULTHEIS, formerly of Walt Disney Productions and 20th Century - Fox Film Corp., Hollywood, has joined Telefilm Studios, Hollywood. He will devote full time to research and design of new precision equipment to improve sound and printing processes of 16 mm films.

AUDIO DEVICES Inc., New York, has opened new laboratories at Stamford, Conn., for sound recording research. New laboratories, under the direction of **ERNEST W. FRANCK**, research director of the company which makes Audiodiscs, are equipped with specially designed instruments to permit measurement of tone distortion, record surface noise, wearing qualities and other features "with a precision never before attempted," company announced.

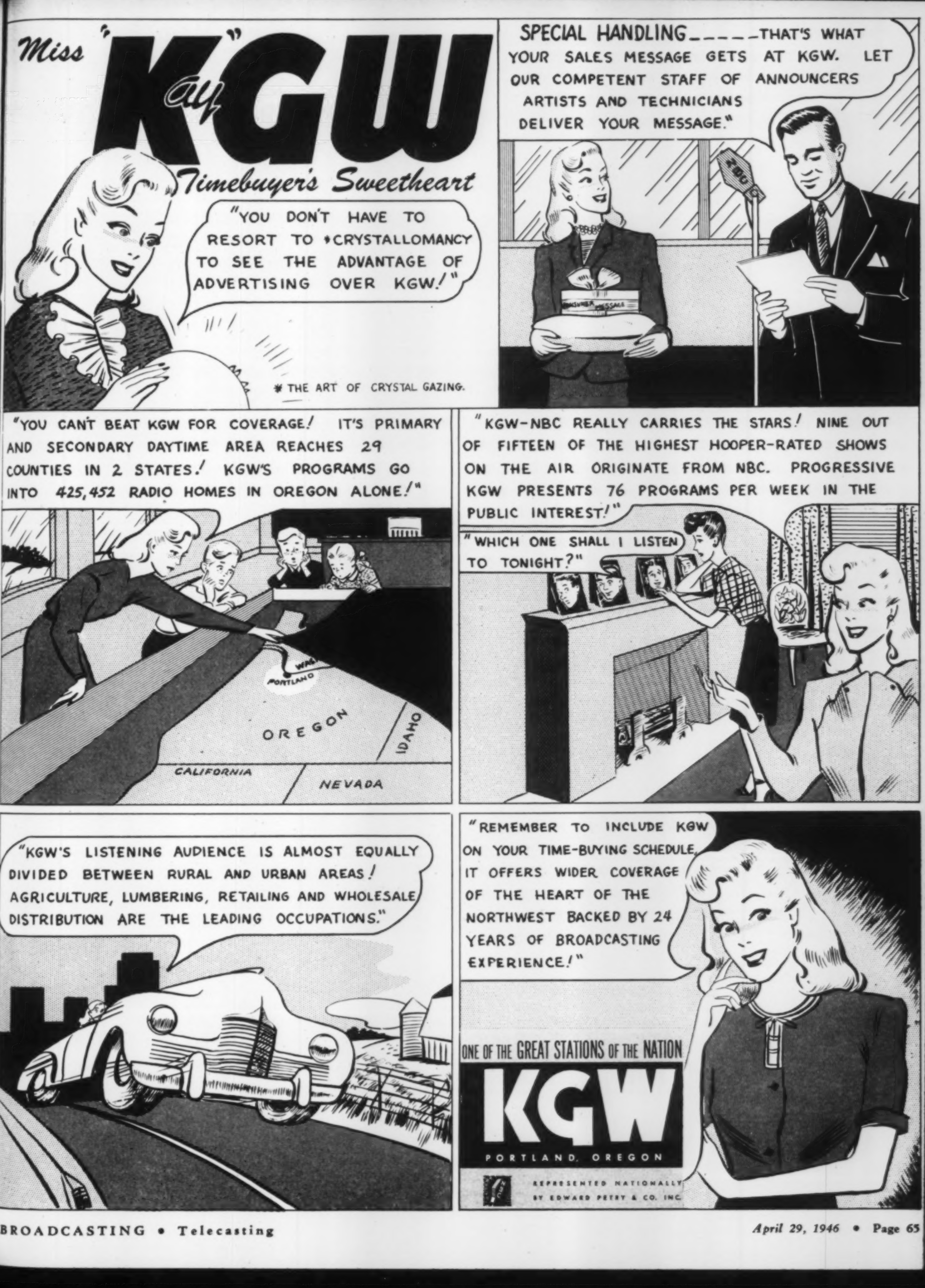
TELEFILM STUDIOS, Hollywood, specializing in 16 mm film, has placed an order for equipment to construct an ultra-elaborate television receiving set. It will be used in making 16 mm prints for television shows, "airchecks" and "transcriptions" for rebroadcast, according to Joseph A. Thomas, president.

FRANK DeVOL has been appointed musical director of Capitol Transcriptions, subsidiary of Capitol Records Inc., Hollywood.

MUSICRAFT Inc., New York, recording firm, has established West Coast offices at 6000 Sunset Blvd., Hollywood, using recording facilities of newly-established Radio Center as well. Symphony Records, label for Santa Monica (Calif.) Symphony Orchestra, also has been set to do its recording at same location.

STROMBERG-CARLSON Co. had 47% fewer accidents in 1945 than in 1944, company has reported, contrasted to the national record which shows an 11% increase in industrial accidents in 1945 over 1944. Company won safety awards both years.

DOES THE JOB ALONE
WOW
NBC ON 590 OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR


Miss "Kay" KGW
Timebuyer's Sweetheart
"YOU DON'T HAVE TO RESORT TO *CRYSTALLOMANCY TO SEE THE ADVANTAGE OF ADVERTISING OVER KGW!"
* THE ART OF CRYSTAL GAZING.
SPECIAL HANDLING-----THAT'S WHAT YOUR SALES MESSAGE GETS AT KGW. LET OUR COMPETENT STAFF OF ANNOUNCERS ARTISTS AND TECHNICIANS DELIVER YOUR MESSAGE."
KGW
SPONSOR'S MESSAGE
"YOU CAN'T BEAT KGW FOR COVERAGE! IT'S PRIMARY AND SECONDARY DAYTIME AREA REACHES 29 COUNTIES IN 2 STATES! KGW'S PROGRAMS GO INTO 425,452 RADIO HOMES IN OREGON ALONE!"
WASH.
PORTLAND
OREGON
IDAHO
CALIFORNIA
NEVADA
"KGW-NBC REALLY CARRIES THE STARS! NINE OUT OF FIFTEEN OF THE HIGHEST HOOPER-RATED SHOWS ON THE AIR ORIGINATE FROM NBC. PROGRESSIVE KGW PRESENTS 76 PROGRAMS PER WEEK IN THE PUBLIC INTEREST!"
"WHICH ONE SHALL I LISTEN TO TONIGHT?"
"KGW'S LISTENING AUDIENCE IS ALMOST EQUALLY DIVIDED BETWEEN RURAL AND URBAN AREAS! AGRICULTURE, LUMBERING, RETAILING AND WHOLESALE DISTRIBUTION ARE THE LEADING OCCUPATIONS."
"REMEMBER TO INCLUDE KGW ON YOUR TIME-BUYING SCHEDULE. IT OFFERS WIDER COVERAGE OF THE HEART OF THE NORTHWEST BACKED BY 24 YEARS OF BROADCASTING EXPERIENCE!"
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

KFMB
Sells
SAN DIEGO

Receptive audiences day and night! Exclusive primary ABC (American) network blankets the 374,940 people who live 15 miles from our antenna. KFMB sells from within — quickly, economically, completely.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Key Broadcast Topics Slated For Two-Day CCNY Meeting

BROADCASTING's most pressing and most controversial issues have been chosen by the School of Business of the City College of New York as topics for the discussion sessions of its second annual Radio and Business Conference, to be held April 30-May 1 at the Hotel McAlpin, New York.

Conference begins Tuesday afternoon. Dr. Robert A. Love, director of the school's extension division and director of the conference, will preside. Following greetings from Dean Thomas L. Norton, program proper starts with a session on "New Stations and FM—Their Impact on Radio and Business." Herman Hettinger, director of editorial extensions, Crowell-Collier Publishing Co., will serve as moderator.

Panel members include: Leonard L. Asch, president, WCBA Schenectady; John V. L. Hogan, president, WQXR-WQXQ New York; John H. Laux, general manager, WSTV Steubenville, O.; Frank W. Mansfield, director of sales research, Sylvania Electric Products; Linnea J. Nelson, chief timebuyer, J. Walter Thompson Co.; Stuart Peabody, director of advertising, Borden Co.

Program Standards

Tuesday evening session, with D. E. Moser, assistant director of extension, CCNY School of Business, presiding, and Arthur Pryor Jr., BBDO vice president in charge of radio, as moderator, will deal with "Program Standards and Their Observance." Panel members are: Edward A. Byron, producer and co-author of *Mr. District Attorney;* Herschel Deutsch, account executive, Grey Adv. Agency; Dorothy Kemble, MBS director of continuity acceptance; William McGrath, general manager, WHDH Boston.

The Wednesday morning agenda calls for two concurrent meetings. One, on "The Veteran's Chances in Radio—Are There Jobs? . . . If so, where?", will be open to all veterans seeking jobs in radio with the conference registration requirement waived for this session. Charles A. Batson, NAB director of information, will preside over a panel of a dozen experts, each representing a separate field. They are: *Advertising Agency and Sponsor Opportunities*—Nelson Schraeder, president, Radio Program Information Service; *Advertising and Promotion*—Ivor Kenway, ABC director of advertising and promotion; *Casting*—Marjorie Morrow, CBS casting director; *Personnel*—Ernest de la Ossa, NBC vice president in charge of personnel; *Production*—Herbert Rice, production manager, MBS; *Programs*—Adrian Samish, vice president in charge of programs, ABC; *Research*—Lt. Col. Hugh Beville, NBC director of research; *Sales*—Ira M. Herbert, director of sales, WNEW; *Scripts*—H. L. Fischel, MBS script editor; *Special Events*—Leon Goldstein, WMCA vice president in charge of special events; *Talent and Program Development*—Robert Novak, director of talent and program development, MBS; *Women's Activities*—Elsie Dick, director of women's activities, MBS.

Television Topics

Following the general meeting, special sessions in individual fields will be held under the supervision of a special steering committee comprising Ted Cott, program director, WNEW; Sidney Cal Mark, radio and television director, Al Paul Lefton Co.; Jo Ranson, publicity director, WHN; Earl Ryan, supervisor, radio and television courses, CCNY School of Business; Commdr. Robert G. Snider, supervisor, Veteran's Intensive Business Program, CCNY School of Business.

Alternate Wednesday morning session will be devoted to "Television as an Advertising Medium." Earl Ryan will preside; Raymond E. Nelson, vice president in charge of radio and television, Charles M. Storm Co., will act as moderator. Panel members are: Charles J. Durban, assistant advertising manager, U. S. Rubber Co.; Philip Fuhrmann, sales manager, WABD; Reynold R. Kraft, television sales manager, NBC; George L. Moskovics, commercial manager, WCBW; Ben Pulitzer, president, Ben Pulitzer Creations.

Luncheon meeting on Wednesday will be addressed by Fiorello H. LaGuardia, director general, UNRRA, and John Kieran, *Information Please* pundit. Jack Glenn, *March of Time* motion picture director, will be featured in a sketch, "Dinner Guests," written by Joseph Beal, CCNY publicity director. Ordway Tead, chairman of the city's board of higher education, will preside at the luncheon.

"The FCC Report—Right or Wrong?" is the topic for the Wednesday afternoon session, over which Dr. Love will preside. Kenneth G. Bartlett, professor of radio and television at Syracuse U., will act as moderator. Panel members are: Edward M. Brecher, general manager, Metropolitan Broadcasting Corp.; William J. Dempsey, Dempsey & Koplovitz; Jack Gould, radio editor, *New York Times;* M. S. Novik, radio consultant; Robert K. Richards, editorial director, BROADCASTING; C. Maurice Wieting, director of information service, National Council of Farmer Cooperatives; A. D. Willard Jr., NAB executive vice president.

Mr. Willard will preside at the dinner meeting that evening, closing session of the two-day conference, at which Harry Noble Wright, CCNY, will present the awards to the winners of the annual competition for outstanding programs and program promotion. List of award winners was published in BROADCASTING, April 22.

Edgar Kobak, MBS president, will speak on "Are the People in Radio Meeting Their Challenge?" Robert F. Elder, assistant to the president, Lever Bros. Co., will discuss "Radio's Part in Building a Prosperous America."

FAREWELL to WEMP Milwaukee is uttered enigmatically by Chuck Lanphier, general manager for a decade, who becomes vice president and general manager of the new WFOX Milwaukee, slated to open by June 1 on 860 kc, 250 w daytime. New WEMP manager is Hugh Boice Jr.

Sales Group Moves

MAJORITY of the sales and sales promotion personnel of General Electric Co. Transmitter Division have transferred from Schenectady to Syracuse, N. Y., Thompson Road plant, where they will be located until completion of the transmitter building at new electronics headquarters plant now under construction near Syracuse.

Hastings Considers

HASTINGS MANUFACTURING Co., Hastings, Mich., is reported negotiating for sponsorship of the ABC sustainer *Right Down Your Alley*, Sun. 4:30-5 p.m. Company, which places its business through Keeling & Co., Indianapolis, is expected to sign contract in May.

NORTH
EAST
WEST
SOUTH
The Texas Rangers

SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW ON
KQV
Pittsburgh
Lohrey Packing Co.

New
New York Office
475 Fifth Ave.
AN ARTHUR B. CHURCH PRODUCTION

THAT CERTAIN SOMETHING

Wise time buyers know what we mean—that certain power of attraction that some stations have and others don't. Here as one of America's best producers in one of America's richest markets.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

WELI
R. GORDON

WE OWE IT ALL TO THE WIFE AND KIDS!

Dear Variety:

Thank you for awarding us your Showmanagement Plaque. We're thrilled (and *very* impressed with ourselves) at being the only station in New England so honored.

But frankly — the credit for that "outstanding aggressiveness" in making ourselves "a pleasant voice" in New Haven should go as much to our listeners as to us.

Up here in New Haven, people are wide-awake, and keen, and progressive. We felt that the moment we took over the management of WELI. From our first day, we knew that these were listeners who *demanded* an alert, progressive — yes, *aggressive*, if you will — participation of their radio station in their community's life.

We *couldn't* do a routine job on car cards, and billboards, and display windows — because New Haven isn't a routine market. In fact "WELI LIFE" edited by Rudy Frank and recipient of so many orchids from our dearly beloved friends in advertising, is only a reflection of the tempo and level at which New Haven works and lives.

So you see, we really do owe it all to the husbands and wives and kids of our New Haven market. Over 190,000 families provided the inspiration. We simply followed through.

Yours, with gratitude,

ALL OF US AT WELI

WELI
NEW HAVEN
CONN.
H. C. WILDER, President

A SQUARE DEAL STATION

BASIC AMERICAN NETWORK

Represented by HEADLEY-REED

Associated with
WTRY, Troy, Albany, Schenectady
WSYR, Syracuse

Western Electric
CARDIOID MIKES

. . . ARE IN PRODUCTION AGAIN!

That's good news for the many broadcasters who want to improve their pick-up control with these famous 3-way or 6-way Cardioids.

Production has started—deliveries will begin soon. But a lot of people want a lot of Cardioids! So get in touch with Graybar and . . .

ORDER YOURS NOW!

Western Electric

Distributed by Graybar Electric Company

PRODUCTION

DWARD A. MOORE, former musical and production manager of KFEQ St. Joseph, Mo., has been appointed program manager of KRES, new St. Joseph station which is to begin broadcasting May 15.

ERNIE NEFF, announcer at WCAE Pittsburgh, is the father of a boy.

ROBERT BUICE, announcer at KARK Little Rock, Ark., is the father of a boy.

JOHN BROWN has joined the production department of WBZ Boston and WBZA Springfield, Mass. He had been with Yankee Network for three years.

FRED REINHARDT, station relations director in charge of public interest programming, WJPF Herrin, Ill., currently is addressing local clubs and organizations on his observations and experiences in the Philippine Islands. Just returned to station [BROADCASTING, April 22], he was in New Guinea and Philippines for 17 months. Mr. Reinhardt was news editor of WVTK Leyte and program director of WVTM Manila. As AFRS correspondent he covered war crimes trial of Gen. Tomoyuki Yamashita.

CHARLES URQUEHART is the new director of NBC "Right to Happiness" Mon.-Fri. 3:45-4 p.m.

FRED DAIGER, former captain in the AAF and before that chief announcer-producer for the Coordinator of Inter-American Affairs, San Francisco, has joined WSTC Stamford, Conn., as director of public relations and civic broadcasts.

EUGENE H. KONSTANTYNOWICZ, WJBK Detroit early morning Polish program director, has resumed duties after several weeks' absence due to illness.

GEORGE JAY, released from AAF and prior to service freelance Hollywood announcer-m.c., has joined Radio & Electronics Service Assn., Los Angeles, as business manager. He will continue freelance assignments.

MASON DIXON, program director of KICD Spencer, Iowa, April 25 participated in annual Vocational Guidance Conference at Spencer High School.

PETE CORBITT, formerly with WDNC Durham, N. C., has joined WEED Rocky Mount, N. C., as head of station's music department. **LELA HARRISON** switches from WEED continuity staff to traffic department. **EU SNIPES**, announcer, becomes continuity department head.

J. EDWARD REICH has been added to the announcing staff of WOWO Fort Wayne, Ind. He previously had been with WAOV Vincennes, Ind.

FELIX D. ADAMS Jr., former production manager of WHOT South Bend, Ind., has been appointed program director of KGER Long Beach, Calif. Mr. Adams has been in radio since 1928. Prior to WHOT post he was program director of WISH Indianapolis, and also with KMBC Kansas City.

Mr. Adams

HOWARD FLYNN, service veteran and former announcer of WOR New York, has joined KGFJ Hollywood.

ED STODDARD, announcer of KGFJ Hollywood, has switched to KLAC, that city.

KIM KIMBERLY, vocalist on NBC "Hoagy Carmichael Show," has withdrawn from that program to marry Maj. James E. Johnson, USMC, stationed in Honolulu.

ABBOTT TESSMAN has been assigned Hollywood announcer on ABC "Sunday Serenade," featuring Sammy Kaye.

VAN GUYLDER, former announcer with KQW San Francisco, has joined KWKW Pasadena, Calif.

THOMAS H. HUTCHINSON, former production manager of RKO Television Corp., New York, and currently freelancing, is author of a new book on television production and programming, "Here Is Television," to be published in early June by Hastings House, New York.

BERNARD C. HARGREAVES, formerly with WLEE Richmond, Va., has been named public service director of WENY Elmira, N. Y.

COL. HANS CHRISTIAN ADAMSON, author of the "World's Most Honored Flight" series, sponsored by Longines Wittnauer Watch Co., New York, on WOR New York, Sun. 3:30-4 p.m., and on 135 stations in the U. S. and Canada, has received the Harper Award of the Writers Radio Theatre for one of the series' presentations, "They Fly Through the Air," designated "one of the ten best radio dramas of the 1945-46 season."

STEVE COLEMAN has been appointed program director of WJOI Florence, Ala.

JOHN TILLMAN, released from the Army, has rejoined the announcing staff of CBS New York.

RUTH CRANE, women's director of WMAL Washington, has been presented a citation by the American Red Cross in recognition of her war service efforts.

HOLLIS SEAVEY has been appointed to succeed **JAY CALDWELL** as production supervisor of WOL Washington. Mr. Seavey formerly had been production manager of KOCY Oklahoma City following his release from the Army. Mr. Caldwell returns to WOL announcing staff. **MARY BETH ROLFS**, former secretary to the production manager, is now assistant production manager.

CONSTANCE BENNETT, film actress and radio commentator, withdraws from five-weekly cooperative ABC "Constance Bennett Calls on You," May 31 with expiration of current contract. With film acting and producing assignments, five-weekly broadcast schedule is reportedly too heavy for the actress. She plans to resume in radio on a weekly program in fall.

LEE KARSON, formerly of KTAR Phoenix, Ariz., and recently discharged from Army, has joined KMPC Hollywood as announcer. He also has been assigned to write comedy spots on "Command Performance" and "Mail Call" for AFRS.

AL SALTER has been appointed director of religious programs on KMPC Hollywood. He has been associated with religious radio broadcasts for seven years.

GINNY SIMMS retires from her CBS program after broadcast of May 3 resuming career in the fall after the birth of her baby. **TOMMY RIGGS**, appearing on that program as guest star, takes over as summer substitute.

WILLIAM SPIER, producer-director of CBS "Suspense" program, has formed an independent film unit and plans to produce and direct a minimum of four motion pictures yearly, following format of his weekly radio series.

WARREN LEWIS has been assigned Hollywood continuity writer of weekly musical "The King's Men" starting May 10 as replacement for "Cited For Valor" on seven NBC Pacific stations. **ANDY LOVE** will produce.

ROBERT SHANNON, announcer and m.c. of "Rumpus Room" on KLAC Hollywood, has announced his engagement to Kristina Mayo. Wedding is scheduled for late summer.

TED STEELE, musical director of KMPC Hollywood, April 12 married Marie Windsor, film actress.

CHARLES BULOTTI Jr., one-time announcer of Don Lee Broadcasting System, Hollywood, has returned after absence of 10 years as network program director. Assignment has been filled by Pat Campbell since resignation of Walter Johnson six months ago. Mr. Campbell is also network station relations director.

DICK DUDLEY, after three years in the Army where he served as program and production manager of AFN London, has returned to the NBC announcing staff, New York.

RICHARD PAIGE, NBC tenor, is father of a girl, Susan Lee.

J. OREN WEAVER, WBBM Chicago educational director, has been named a member of Mayor Edward J. Kelly's Committee on Education, which is a part of the Commission on Human Relations.

BETTY WELLS, director of women's affairs at KRNT Des Moines, has been elected to membership in the Iowa Authors Club and in the Des Moines Interracial Commission.

COURT BENSON has been appointed announcer of NBC "Tennessee Jed" series, Mon.-Fri. 5:45 p.m. He and his wife, **GRACE MATTHEWS**, won lead roles on CBS "American Portrait" April 13, less than three weeks after their arrival from Canada where they have been in radio for more than five years.

PLANNERS work on replacement of "Ford Sunday Evening Hour" on ABC. Summer version starts June 30 from Hollywood. Working out details are (l to r): Leigh Harline, conductor; Alfred Drake, baritone-m.c.; George Zachry, producer; John Swallow, Kenyon & Eckhardt West Coast radio director.

JACK WELDON, formerly with the Metropolitan Police Force, has joined WINX Washington as announcer. **ROLAND GRAHAM**, announcer, is now WINX director-producer.

ART ROSS, released from the Army where he conducted a daily record show on WVTK Leyte, has joined WLIB New York as a disc jockey.

BOB HART, formerly program director of CKGB Timmins, has joined CHOK Sarnia, Ont., new 5 kw station, as program director.

WALTER COOK has been appointed staff announcer of CFCH North Bay, Ont.

WALLY CROUTER, newly appointed announcer of CHEX Peterborough, Ont., was with Canadian Army after nearly six years, including four years overseas with radio groups in Italy and western Europe.

AL COLLINS, formerly of CKNX Wingham, has joined CKWS Kingston, Ont., as announcer.

DON INSLEY, announcer of CKEY Toronto, and **MARNE SHAUGHNESSY**, traffic supervisor of CHEX Peterborough, Ont., have been married.

TOM WARNER, formerly of CFRC Kingston, Ont., and discharged from the Canadian Army with rank of major after six years of service, has been appointed program director of CJKL Kirkland Lake, Ont.

JIM KIRKPATRICK, formerly of CJKL Kirkland Lake, has been appointed program director of CKGB Timmins, Ont.

GLADYS HANSEN has been added to the continuity department of CKNW New Westminster, B. C.

FRANK ECKERSLEY, formerly of CKWX Vancouver, has joined CJAV Port Alberni, B. C., as chief announcer and program director.

WRRF Increase

COMMENCEMENT of operation with increased power of 5,000 w daytime only [BROADCASTING, March 11] within 60 days, is anticipated by WRRF Washington, N. C. New transmitter building for station, which previously operated with 1,000 w on 930 kc, is nearing completion. WRRF will continue to operate on 930 kc.

Reach the Rich, Responsive AUSTIN Market

through...
KNOW

. . . SALES-INFLUENCING VOICE OF THE DYNAMIC CAPITAL CITY OF TEXAS

Plant your advertising dollars in the fertile Austin market, and reap a bountiful sales harvest. With a total of $65,901,000 in 1945 retail sales, and a steady, well-balanced prosperity based on government, industry, education and agriculture, Austin offers you a major market you can't overlook.

Let KNOW—the most popular, most listened-to, most influential Austin radio station—carry your message to this responsive audience. *KNOW gives you more dialers per dollar,* and Austin gives you more dollars per dialer.

KNOW OFFERS

- Overall Hooper Rating (Fall 1945) of 43.6 as compared with 16.7 for Austin Station "B".
- A market area of 82,340 radio families.
- A responsive audience with 19+% more family income than the nation's average.
- The prestige of being the oldest and most influential Austin Station.

RADIO STATION

KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

Two-Thirds of FM Applicants Standard Broadcast Licensees, FCC Study Shows

APPROXIMATELY two-thirds of the applicants for FM stations are standard broadcast licensees and nearly half of the remainder are newspaper publishers, the FCC revealed last week in an analysis of FM applications and grants as of April 1.

A breakdown of conditional FM grants showed about the same predomination of standard licensees and newspaper owners.

Of a total of 834 FM applications which were active (including those which have been processed) on April 1, the analysis showed that 67.2% were from standard licensees. Of the 273 applications from other than standard licensees, 130 have newspaper interests. Newspaper interests comprise approximately 40% of the total applications.

Of the 381 conditional grants issued as of April 1, 68.8% were to standard licensees. Of the 262 standard licensees receiving grants, 93 have newspaper interests. Of the 119 newcomers receiving grants, 73 have newspaper interests. FM grants to newspaper interests totaled 166 or 43.5% of all grants.

A geographical distribution of FM grants showed 101 to the northeastern states, 88 to the Great Lakes region, 34 to the Midwest, 87 to the Southern states, 28 to the South Central states, seven to the Mountain states, and 36 to the Pacific Coast states.

FM grants issued to other than standard licensees include three each to labor unions, manufacturers, and entertainment businesses. Other grants were made to engineers, contractors, transportation firms, bankers, realtors, distributors and department stores.

Truman to Speak

PRESIDENT HARRY S. TRUMAN May 11 will be heard on all the nationwide networks, 10:30-10:45 p.m., when he speaks at a dinner commemorating the 100th anniversary of the chartering of Fordham U., to be held at the Waldorf Astoria Hotel, New York.

NHA Appoints Allen

SHANNON ALLEN Associates, Washington, last week was appointed by the National Housing Administration to serve as special consultant in the use of radio to solve the housing situation throughout the country. The firm will coordinate the complete program, using local and regional stations, networks, and community groups.

News

MYRON WALLACE, released from the Navy, has rejoined the news staff of WMAQ Chicago as commentator for Bond Inc., Chicago district, in behalf of Bond Clothes.

CARL STRAUB has been appointed director of farm service for WHBF Rock Island, Ill. He formerly had held similar posts at KORN Fremont, Neb., and KDRO Sedalia, Mo. At WHBF he will direct agricultural and rural news on "Valley Farm Hour," Mon.-Fri. 6-7 a.m.

JACK KNELL, director of news and special events at WBT Charlotte, N. C., April 25 addressed the Kiwanis Club of Kings Mountain, N. C., on "Gathering News for Radio."

PETER ROBECK, KNX Hollywood farm reporter, is father of a girl, Victoria, born April 19.

HARRISON WOOD, commentator on "This Changing World" on Don Lee Pacific stations, has discontinued his broadcasts to make a summer tour of Europe. He resumes broadcasts in September.

FOSTER MAY, ABC Hollywood commentator, addresses Los Angeles Optimist Club on May 2.

MILTON CHASE, commentator on the Far East for WLW Cincinnati, has received a Navy commendation for his service as an accredited war correspondent in the Pacific.

ROBERT ST. JOHN, NBC commentator, April 24 addressed the Press and Radio Chapter of the American Veterans Committee on "Political Responsibilities of Radio and Press" at a luncheon meeting at the Hotel Delmonico, New York.

LOWELL WATTS, KLZ Denver farm reporter, has been awarded an honorary State Farmers Degree by the Colorado State Association of Future Farmers of America. Degree was conferred in recognition of his contribution to farm interests through his daily broadcasts.

CHARLES COLLINGWOOD, CBS war correspondent, and Louise Albritton, film actress, have announced their engagement.

JOE R. HAINLINE, WEAF New York news commentator, has received a commendation signed by James Forrestal, Secretary of the Navy, for "outstanding performance and service rendered to the U. S. at war as an accredited war correspondent."

Louise Randall Dean

LOUISE RANDALL DEAN, 29, Hollywood radio script writer, was found dead in her car with a bullet in her head at a Santa Monica (Cal.) parking lot on April 19. Case was called a suicide by police, who said a rifle was found beside her with one empty shell in the chamber. Louise Randell Pierson, author of "Roughly Speaking," and mother of Miss Dean, told police her daughter had been despondent.

it's sales-time in Syracuse over the WFBL

"Musical Clock"

Now in its tenth year, WFBL's "Musical Clock" is Central New York's best selling radio show.

JIM DE LINE

Sparked by laugh-provoking, quick-witted Jim De Line, this live talent local show has gifted vocalists . . . a zestful eight-piece orchestra . . . accurate news, time and weather reports from 7 to 9 every morning.

Surveys show that listeners like this program . . . advertisers like it, too! Fifteen-minute strips across the board are now sponsored by Bond Clothes, Dairylea, Philco Appliances, and N.B.C. Bread, and renewals year after year prove it!

For rates, availabilities and case histories, write or wire any Free & Peters office or

WFBL
Syracuse, N.Y.

WKBB
FIRST IN IOWA'S FASTEST GROWING MARKET

NOW a beloved land-mark, Dubuque's Shot Tower was built in 1855 for molding lead from the nearby mines. Yes, Dubuque; Iowa's oldest city is steeped in pioneer tradition. Today, however, Dubuque is leading in Iowa's program of vast industrial expansion, providing alert advertisers with a profitable market. And in Dubuque, WKBB holds first place in radio listenership . . . morning, noon and night!

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

An All-Time Favorite

KEEP AN EYE ON YOUR HEART

Published by
BROADCAST MUSIC, INC.

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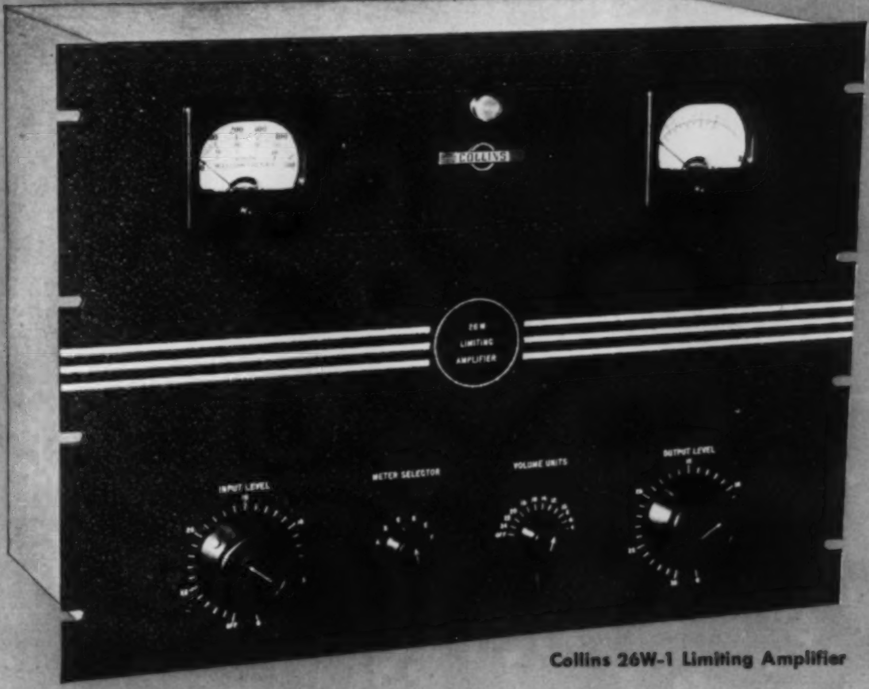
Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



Collins 26W-1 Limiting Amplifier

Collins Speech Equipment

provides better program transmission and stronger signals

THE COLLINS 26W-1 audio limiting amplifier is a product of the most advanced standards of broadcast engineering. It effectively raises the modulation level, yet prevents overmodulation of the r-f carrier. The resulting stronger signal assists materially in station area coverage.

Developed for high fidelity AM and FM applications, the 26W-1 has a frequency response flat from 30-15,000 cps, with a variation of less than 1.0 db. The compression ratio above the verge of compression is 20/1 in db. Harmonic and tone distortion are not more than 1.5% at any frequency, any setting of the input and output levels, and with any amount of compression up to 15 db. Hum and noise are 70 db below the operating level. Output range is −4 to +26 dbm.

Complete metering provides measuring facilities for individual tube currents, plate voltage, compression level, and output level. Inside-out chassis construction gives immediate access to all wiring and circuit components upon removal of the slip-on dust cover. Operate and release times are independently adjustable.

Dimensions, for standard rack mounting, 19" w, 14" h, 9" d. Weight, 45 pounds. Available in metallic gray or black wrinkle.

Collins speech equipment is thoroughly engineered for highest performance. Reliable in operation, accessible in maintenance, each unit meets rigid inspection and tests before it is approved for delivery. For your requirements, write today to the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

Radio's Newest Show Sensations

"I DEVISE & BEQUEATH"

STORIES of STRANGE WILLS MADE by STRANGE PEOPLE

Written by Ken Krippene, LL.B., A.B.

The Show That Took 10 Years to Build!

Unlimited Series of Half-hour Transcriptions!

Starring WARREN WILLIAM

WITH

PATRICK McGEEHAN • LURENE TUTTLE • LLOYD DEL CASTILLO

What are the secret thoughts in the human mind as it directs the making of a will? Ken Krippene, LL.B., A.B., attorney and writer has examined over 8,000 wills to bring you the strange, mysterious stories behind their strange bequests. *"I Devise & Bequeath"* runs the gamut of human emotions: revenge, suspicion, life-long hates, secret loves, carefully planned homicide, devotion, unselfishness . . . all are portrayed in their starkly dramatic intensity.

Here is a show series upon which to build a reputation for your station and your clients. A star-studded Hollywood cast headed by Mr. Warren William with Patrick McGeehan, Lurene Tuttle, Lloyd Del Castillo, and other top-notch stars, assures a brilliancy of radio acting technic seldom, if ever to come before a microphone. It's big name, big time, and big in human interest appeal. But its modest cost will give you a pleasant surprise.

Plus 2 Sure-Fire Transcribed Unlimited Hit Shows!

☆ MOON DREAMS

ROMANCE DELUXE

A Tenor, a Gypsy Violin & Organ

A half hour of romance in music, song and poems. Ideal for jewelry or department store sponsorship. 5 times weekly.

☆ DIXIE DOODLE BOYS

CHUCK & BUD MURPHY

2 Grand Pianos — 2 Grand Voices

Rythm on a rampage with staccato patter and racing ivories . . . and then a hymn for folks back home. A natural for car dealers, breweries or food markets. 15 min. 5 times weekly.

All offers subject to prior sale. Audition samples sent on request, $2.50 refundable on return or credit in event of sale. For exclusive rights in your locality, wire or write:

Teleways RADIO PRODUCTIONS INC., HOLLYWOOD
8905 SUNSET BLVD., HOLLYWOOD 46, CALIF. • CRestview 6-7238

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QUARTER-IN-SLOT

GE to Turn Out Coin-Operated Radios for Hotels

Marjorie Rudolph, of GE, drops a quarter in the coin-operated radio developed for hotel rooms.

COIN-OPERATED radios for hotel rooms, to be distributed by Radio-Matic of America, will be turned out shortly by the Specialty Division, Electronics Dept., General Electric Co. Radio-Matic announced that 350 hotels have ordered more than 50,000 sets, with first installation scheduled for the Hotel Syracuse, in Syracuse.

General Electric will turn out 8,000 hotel-room receivers a month at its Syracuse plant when peak production is reached, said officials. Radio-Matic sets are similar to small table models. For a quarter a hotel guest may hear two hours of programs. He may use it consecutively or listen a half-hour, turn off the radio, and tune in for more later.

Kastor Names Harms

MARVIN HARMS last week was appointed vice president and general manager of H. W. Kastor & Sons Advertising Co., New York, Chicago and St. Louis. Mr. Harms has previously been vice president and partner of Hill-Blackett & Co., and prior to that time, vice president of Blackett-Sample-Hummert, both of Chicago. He also was advertising manager of Pabst Brewing Corp. for many years.

LONDON LETTER—By William Pingrey

Video Resumption for London; Probe Demanded by 'Times'

ONLY the densely-populated London area will be able to tune in British Broadcasting Corp. television when that service resumes June 7 [BROADCASTING, March 25]. At 3 p. m. that day, according to BBC's announcement, the return to air will terminate a wartime blackout since Sept. 1, 1939.

Transmitted from Alexandra Palace studios, London, the service will be on the prewar standard of 405 lines, with sound on 41.5 mc and vision on 45 mc. Program schedules will be 3-4:30 p.m., 8:30-10 p.m., daily, and 11 a.m. to noon, weekdays. On June 8 BBC will televise the British Victory Parade.

Although BBC said the first television station will cover a radius of about 25-30 miles, plans are to make sight-and-sound available to 95% of the homes in the British Isles through television centers throughout the country.

New Company Formed

A new company has been organized in London to exploit the use of television in motion picture theatres. J. L. Baird, video inventor, heads the company which is promoting his experiments for full-size screen television in color. Mr. Baird recently was named to the board of Capital & Provincial Cinemas, which includes several London houses.

Sir Noel Ashbridge, deputy director of BBC, said in announcing the new television schedule: "This thing which starts on June 7 will be a service, not an experiment. It is not something which has been roughly scratched together; it is the serious reopening of an already established service."

BBC estimates there are 23,000 prewar television sets in circulation; industry places the figure at 48,000. New receivers may be on the market by June, said C. O. Stanley, chairman of the industry's Television Promotion Committee. He added that by fall there would be good production.

Mr. Stanley said industry is determined to recover and maintain the lead in television. Addressing a meeting of 400 dealers arranged by the Television Promotion Committee of the British Radio Equipment Mfrs. Assn., Mr. Stanley urged dealers to bring pressure on the government to extend the television service to the six provincial services. Referring to the nationalization of industry by the Labor Government, which warned, "if industry cannot deliver the goods, the Government will," Mr. Stanley declared:

"I have one answer to that. With your help and in spite of the Government spokesman's nonsense, we will deliver the goods." Maurice Gorham, BBC television chief, said he saw no reason why BBC should not lead the world in television.

* * *

The *London Times* editorially called for an investigation of BBC and broadcasting before the corporation's charter is renewed. "The work of the BBC is done, and must be done, by admirable and devoted experts in broadcasting presentation, but it must not be ruled by them," said the *Times*. Subsequently the *Times* published several letters urging BBC reforms.

P. P. Eckersley, demanding a parliamentary investigation, wrote: "About 5% favor the abolition of the BBC and the substitution of the commercial system; about 50% appear to think it would be desirable to copy the scheme, in operation notably in Canada and Australia, where State and commercial broadcasting systems work together. Only a very small minority appears to consider that the monopoly should be continued without first making an impartial examination of the issues."

* * *

Arthur Mann, retiring member of the BBC Board of Governors, has attacked BBC's lack of comment and interpretation of news, charging that British listeners are given only a 15-minute newscast a day and that talks following the news often have no bearing on the issues reported. He urged a half-hour of news and commentaries.

* * *

BBC is hiring no more women. With hundreds of male veterans to absorb, the radio monopoly is attempting to place all men who were in broadcasting before the war.

WDUK to ABC

WDUK Durham, N. C., is to start operations on June 1, at which time it will join ABC as the network's 204th affiliate. Managed by Harmon Duncan and licensed to firm of Couch, Campbell and Lancaster, station will operate with 1000 w daytime on 1310 kc.

"They must have started those announcements again on WGAC."
WGAC Augusta, Ga.

This week on
KFI

ON A NOTE OF LONGEVITY

On April 16th, Station KFI celebrates its *twenty-fourth* anniversary, which certainly says that we were pioneers in the radio field. The initial broadcast came over a 5-watt transmitter at a time when the general public was skeptical as all-get-out about the future of radio. Despite the pessimists, KFI's owner, Earle C. Anthony, held to a vision of the real possibilities for radio and set out to bring to the West such outstanding cultural and entertainment features as: the first live symphony concert; the first live broadcast of an opera in its entirety; the first broadcasts of football on the Pacific Coast. In 1924, KFI was instrumental in establishing West Coast network broadcasting by arranging a hook-up with KPO in San Francisco. A few years later this hook-up became a part of the NBC transcontinental chain. Technical progress did not lag behind program pioneering at KFI. In 1925, six years prior to the time that it became a 50,000 watt station, we were one of seven outlets in the United States to launch test broadcasts to Australia. Through constant experimentation with its own facilities, KFI was able to offer good reception "Down Under," even when bucking adverse weather. With sound programming and technical progress as the keynote of its operations, KFI continues to hold a dominant position among the nation's broadcasters.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

In
West Virginia

. . . Charleston-Kanawha Countians in 1944 spent $24,093,000.00 for food —as much as the other two leading counties combined!

THIS IS MY HOME
KANAWHA COUNTY
WGKV
CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally By
Joseph Hershey McGillvra, Inc.

Learn RADIO-TELEVISION

SUMMER INSTITUTE
June 17 - July 27

A practical, realistic course of study covering all phases of radio and television broadcasting, taught by a professional faculty of experts.

SPONSORED JOINTLY BY
WLW
The Nation's Station
and
THE COLLEGE OF MUSIC
OF CINCINNATI

For Detailed Information
Write Today To

Fred Smith, Managing Executive, Dept. B.
The College of Music of Cincinnati
1228 Central Pkwy., Cinti. 10, O.

SPONSORS

LARUS & BROS. Co., Richmond (Chelsea cigarettes), has appointed Duane Jones Co., New York, to handle advertising. Radio will be used.

J. J. LeCLARE, former senior vice president of Diamond Crystal Salt Co., St. Clair, Mich., has been elected president and director of the Diamond Crystal Salt Sales Co., St. Clair, and the Colonial Salt Sales Co., Akron, both units of the General Foods Sales Co., New York.

CHARLES P. ROGERS PRODUCTIONS, Hollywood, through Buchanan & Co., New York & Beverly Hills, will conduct an intensive advertising campaign to promote the film, "Angel on My Shoulder." Spot radio will be used.

I. J. FOX, New York retail furrier and a pioneer radio sponsor, has been chosen "outstanding man in the fur industry" for 1946 by the Fur Garment Travelling Salemen's Assn., first time award has ever gone to a retailer.

JACK WYATT Jr., formerly an account executive with Buchanan & Co., New York, has been appointed executive director of sales promotion and advertising for Teen-Timers Inc., New York, and will coordinate promotion of the NBC "Teentimers Club," Sat. 11-11:30 a.m.

CARTER PRODUCTS, New York (Arrid and Liverpills), has started spot announcements on a varied schedule on a number of Canadian stations. Agencies are Small & Seiffer (Arrid) and Ted Bates Inc., New York.

WINSOR & NEWTON, New York, has appointed William Von Zehle & Co., New York, to handle advertising of its paints. Radio is being considered.

TRIPLE A METAL CRAFT Corp., Los Angeles (aluminum cooking ware), has appointed Klitten & Thomas Adv., that city, to handle advertising. Radio is considered.

JOFFE DISTRIBUTORS, Los Angeles (vitamins), has appointed Wookey & Roman, Hollywood, to handle advertising. Radio in major markets is being considered.

DOUGLAS AIRCRAFT Co., Santa Monica, Calif., has appointed J. Walter Thompson Co., New York, to handle domestic advertising. Firm has named Dorland International-Pettingell & Fenton, New York, to handle foreign advertising.

ROBIEN Ltd., New York (Decision perfume), has appointed Rodgers & Brown Adv., New York, as agency. Radio may be used.

WILLIAM H. WISE Co., New York, May 6 starts sponsorship of the "Ben Hawthorne Program" on WELI WATR WTHT WSPR, Mon.-Wed.-Fri. 7-7:30 a.m. Agency is Huber Hoge & Sons, New York.

McCORMICK & Co., Baltimore, has appointed Street & Finney, New York, to handle advertising for spices, extracts, mayonnaise, mustard and tea.

THE BORDEN Co., Chicago (Borden chocolate drink), begins sponsorship May 5 of a 15-second transcribed spot campaign on WENR WGN WIND WJJD Chicago. Contracts for 13 weeks were placed by Young & Rubicam, Chicago.

SUNSET OIL Co., Los Angeles (gasoline), in a Pacific Coast campaign is using a heavy schedule of station break and spot announcements on major stations. Bruce Eldridge Adv., San Francisco, is agency.

GENERAL ELECTRIC Co., Bridgeport, Conn., for its construction material division of the appliance and merchandise department, effective May 1 has appointed G. M. Basford Co., New York, to handle advertising.

STANLEY HOME PRODUCTS, Westfield, Mass., on May 12 for one time only, will present a program by a 1,000-voice chorus from the Northfield Schools, Northfield, Mass., on ABC, 4:30-5 p.m.

ROSEFIELD PACKING Co., Oakland, Calif. (Skippy peanut butter), has extended half-hour transcribed "Skippy Hollywood Theatre" to WJAR Providence, R. I., and WTIC Hartford, Conn. WGY Schenectady will be added June 11, bringing total number of stations during program to 29. Agency is Garfield & Guild, San Francisco.

TOM REVERE Co., New York, is auditioning "Stop That Crime," new dramatic program based on authentic case histories of criminals, for sponsorship. Program is headed by J. Edward Slavin, sheriff of New Haven County, Conn.

HARVEY M. BOND, formerly a lieutenant colonel in the Army and previous to that sales and advertising manager of Cosmata Inc., New York, has been appointed advertising and sales promotion manager of Helbros Watch Co., New York.

NETWORK ACCOUNTS

Net Renewals

PHILIP MORRIS & Co., New York, April 25 renewed for 52 weeks "Crime Doctor," CBS, Sun. 8:30-8:55 p.m. with rebroadcast 11 p.m. Agency: The Biow Co., N. Y.

WILDROOT Co., Buffalo (hair tonic), April 30 renews for 52 weeks "James Crowley, Your Washington Man" on 39 Don Lee Pacific stations, Tues.-Thurs. 9:15-9:30 a.m. (PST). Agency: BBDO N. Y.

RAYMOND LABS., St. Paul, May 19 for 26 weeks renews "Sammy Kaye Sunday Serenade" on ABC, Sundays, 1:30-1:55 p.m. Agency: Roche, Williams & Cleary, New York.

Net Changes

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), on May 14 increased "Bob Garred News" on 11 CBS western stations from three-weekly to Mon.-Fri. 5:45-5:55 p.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax and Car-Nu), June 18 to Sept. 24 replaces "Fibber McGee & Molly" with "Fred Waring Show" on 27 CBC Trans-Canada stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CAMPBELL SOUP Co., New Toronto, Ont. (soups), April 28 replaced "Request Performance" with "Meet Corliss Archer" on 30 CBC Dominion stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

BROWN & HALEY CANDY Co., Tacoma, Wash. (Almond Roca confections), May 10 replaces "Cited for Valor" with "The King's Men" on 7 NBC Pacific stations, Fri., 8:15-8:30 p.m. (PST). Agency: Honig-Cooper Co., Seattle.

ADVANCE PEEK at episodes of "Dark Venture," new ABC Pacific thriller, is taken by (l to r) Harry Lehman, president of Wildroot Co., Buffalo, the sponsor; E. C. Lehman, Wildroot West Coast sales manager, and Frank Samuels, ABC Western Division sales manager. Agency is BBDO.

Eversharp Plans

EVERSHARP Inc., Chicago, for its new Eversharp "CA" repeater pen, April 26 started cut-in announcements on its two CBS programs, *Take It or Leave It* and *Maisie*, in seven cities throughout the country. Agency is BIOW Co., New York. Other radio will be used. Firm plans biggest advertising campaign in the history of the industry.

Australia Campaign

MACFADDEN PUBLICATIONS, New York (*True Story* and *Photoplay*), has started a spot campaign on 14 stations in Australia supporting introduction of the two publications in that country. In addition, 22 quarter-hour monthly programs, material from the magazines, are being produced for commercial sponsorship. K. G. Murray Publishing Co., Sydney, has been licensed by Macfadden to publish *True Story* and *Photoplay* in Australia and is placing the radio campaign direct.

WDNC Durham, N. C., has taken over and is remodeling additional offices at its present location.

KDKA
PITTSBURGH

Mr. Philadelphia buys WCAU
WCAU
CBS

HE'S AN EXPERIENCED GUIDE TO FOLLOW IN YOUR SELECTION OF A PHILADELPHIA RADIO STATION

Here's the close-up of the Philadelphia radio picture: Local business men—"men who know Philadelphia best"—and who are on the scene to check results—spend more of their advertising dollars on WCAU than any other Philadelphia radio station. To sell to Philadelphia, do as leading Philadelphia firms do . . . *SELL ON WCAU.*

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Blue Book Prescription Isn't Needed

Radio Doing Job Well Declares Westerner In Protest

By R. B. McALISTER
Manager, KICA Clovis, N. M.

THE BLUE BOOK of the FCC has now been in the hands of broadcasters for several weeks, and so far the reaction has been slow and in many cases confused. Someone once said it is difficult to describe a fire unless you are some distance from it, and we all are familiar with football coaches who place a spotter high above the field in the press box in order that he may tell the mentor what's going on. Since I happen to be a broadcaster far from the Washington scene, many miles from any metropolitan atmosphere and out here in the West where people have a lot of time and appropriate surroundings for analytical thought, I wish to offer to the broadcasters my opinion of the Blue Book.

There should be no question concerning the sincerity of the Commissioners. The entire subject matter embodied in the 139 pages reflects a desire by the Commission to improve the radio stations in this country. The one question which I think should be answered frankly and quickly by all concerned is, "Does the FCC have the right under our Constitution to control our sustaining programs, local live programs, public discussion programs, and our advertising?"

In fact, should they have any more to say concerning these four operations of radio stations than any listener or man on the street? If they do, and if they can consider such things as sustaining programs, live programs, excessive advertising and the like, as factors related to their approving and renewing licenses, then the die is cast. We have government censorship purely and simply. If it is impossible for the FCC to grant and renew licenses by basing their decision merely on the integrity, ability, and economical stability of the licensee, then free radio is gone and we are in a separate category from the free press and the American system of free enterprise.

Stations Know Best

The 139-page report of the Commission is merely one of the oldest forms of argument whereby one cites specific instances in giving a blanket indictment. Using the same format, we could imply that all cowboys in our area are tobacco chewers and whiskey drinkers by merely citing the characteristics of a few. We do not doubt the facts and figures advanced by the Commission in their report about certain stations, but what the Commission doesn't recognize, and could never recognize without having years of experience in practical radio, is that those facts and figures from individual stations were created by some manager who was doing what he considered the best job in his particular set up.

NOW MANAGER of the 250 w Clovis, N. M. "country station," KICA, "Mac" McAlister first got into radio as sports announcer on a "bootleg" station—one of the 25 watters which operated without FCC license in the '30's. That career interrupted by an irate FCC inspector, he later resumed radio with KFYO Lubbock, Tex., then program director of KRLH Midland, Tex. He joined KICA in 1943.

Radio basically cannot be different from the free press. Sustaining programs should be carried only where we deem them necessary to serve a purpose, and the manager should make the choice just as the editor of a newspaper is the judge as to what he will play up from the free angle in his sheet. The idea of a station creating all kinds of time for religious, civic, agricultural, labor and educational groups just to make these organizations feel that they are being recognized is completely stupid. No newspaper in the country runs stories for these organizations unless they are judged to be news and of community interest. The FCC by its implication is knocking radio back to 1930 where we all extended gobs of time to every organization which came along and built lots of good will, but had no listeners. It is entirely possible for a station to be completely sold out without one minute of sustaining time and still serve the public interest, convenience and necessity much better than many stations with hours of sustaining time. We know that the radio manager who is honest and capable will extend free time just as quickly as the newspaper editor will extend free space. Any effort on the part of the Commission or anyone else to dictate to him as to what or how much free time he must run is government control.

Value of Live Shows

The Commission cites local live programs as another important item in its Blue Book. Again they are back in 1930 when the station had every boy and girl, man and woman in the community who could sing or play a lick up for auditions and in many cases programs. The practical radio man has learned here in 1946 that the listener prefers good phonograph records or transcriptions to any live talent which has more ambition than ability. At the same time

(*Continued on page 80*)

An Example of *SM* Accuracy

Sales Management estimates of drug sales for the city of Madison, Wisconsin, have been compared to a sworn audit of druggists' income tax statements for that city (prepared by the Newspaper Advertising Service of Madison).

The results of this comparison show that *SM* estimates (made a year before the release of official figures) were a phenomenal *100% accurate* in 1943 and a reliable *95% accurate* in 1944.

Why so cocky, Mr. Time Salesman?

This time salesman looks ready to take on the world . . . and small wonder!

He's just found some convincing new selling points in the latest *Sales Management* figures on his market. Our energetic friend will waste no time in getting the story to his favorite media buyers. Armed with all the fact from *Sales Management's* monthly High Spot Cities and its annual Survey of Buying Power, he is equipped to do a real selling job.

This alert gentleman is not alone in his use of *SM* figures to fortify his market presentations.

For—"*Sales Management* is quoted on market data more than 4 times as often as any other publication in America," according to 200 of the nation's leading media buyers recently interviewed by representatives of the Market Research Company of America.

Help *your* representatives make more effective use of this exclusive market information by giving them the backing of a consistent advertising campaign in *Sales Management*. Remember:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT 386 Fourth Ave., New York 16, N. Y.

15 East de la Guerra, Santa Barbara, Calif. 333 North Michigan Ave., Chicago 1, Ill.

HERE IS WHAT YOU WANT

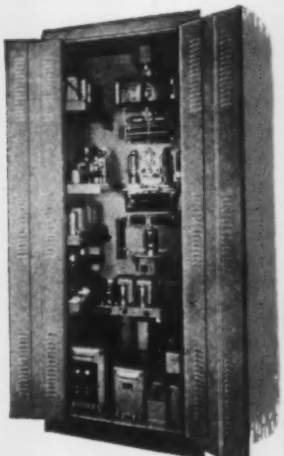
In your 250 Watt AM Transmitter

Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. **Simple, Speedy, Accurate Tuning.** Uses only two tuned stages—RF drive amplifier and power amplifier—tuned by low-speed, clutch-equipped motor, giving micrometer control and eliminating back-lash.
2. **No Buffer Stage Tuning.** Use of Video type amplifier in buffer stage eliminates this complicated tuning.
3. **Lower Distortion Level**—*inherently* lower—due to use of Triode type tubes.
4. **Greater Dependability.** Use of Triode type tubes means that feed-back failure will not put you off the air. (Feed-back is included to improve quality of signal, but is not necessary to the circuit.)
5. **No Forced Ventilation,** therefore no excessive dust to cause arcs. Fresh, cool air circulates freely upward by convection, thanks to vertical chassis, properly vented.
6. **Silent Operation.** No fan noise. Especially important if transmitter is located in studio.
7. **Exceptional Signal Quality.** Full tonal beauty and really exceptional clarity has been obtained by careful engineering throughout.
8. **Highest Quality Components** used throughout; each part exhaustively tested before inclusion in the design.
9. **Easy Servicing.** Two full-height back doors give instant access to all wiring and components. The simpler circuits reduce servicing to a minimum.
10. **Meets all FCC Requirements.** Frequency response from 30 to 10,000 cycles ±1 DB greatly *under* FCC minimum. Transmitter operates *well under* the maximum noise level requirement.

NEW BEAUTY...Through Striking Modern Design
NEW DEPENDABILITY...Through Simpler Circuits

in RAYTHEON'S 250 WATT AM TRANSMITTER!



HERE IS AN UNSURPASSED transmitter design for the 250 Watt station . . . unsurpassed in modern styling—unsurpassed in engineering excellence. Its very presence in your station will add distinction and a "showplace" air. And the signal it puts on the air—clear, full, dependable—will do credit to the programs you present!

Every factor that can influence transmitter performance was carefully taken into account by Raytheon engineers in perfecting this new design. It is believed that this Raytheon 250 Watt equipment contains inherent superiorities that have never been available until now.

Before you select any transmitter, whether for replacement or new installation, you will be wise to get all the facts. Write or wire for our specification bulletin, fully illustrated, with complete technical data. Deliveries now being made.

COMING! A complete line of Raytheon high-powered AM Transmitters, FM Transmitters and speech input equipment. Watch for announcements!

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, 7517 No. Clark Street • Chicago, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

PROGRAMS

ONCE WEEKLY, WAYS Charlotte, N. C., listeners have opportunity to acquaint themselves with station's staff during informal microphone visits to various departments. Announcers interview station personnel at work, giving audience first-hand view of intricacies in station operation.

WBYN Coverage

WBYN Brooklyn has arranged with George Weiss, vice president of the New York Yankees, to broadcast play-by-play descriptions of all the Newark Bear night baseball games in the International League, both home and away, starting May 10 and continuing until end of regular season, Sept. 8. Agreement includes coverage of the International League play-offs and "Little World Series," in case Newark competes in either or both events.

Anniversary Program

U. N. DELEGATES representing the "Big Five" countries; Harold L. Ickes, executive director of the Independent Citizens Committee; Tryvge Lie, secretary general of the United Nations Council, and a group of foreign correspondents were heard April 25 on a special Norman Corwin broadcast, CBS, 10:30-11 p.m., commemorating first anniversary of the United Nations. Delegates who spoke for their respective countries were: Henri Bonnet, France; Edward R. Stettinius, United States; Andrei A. Gromyko, Russia; Sir Alexander Cadogan, England; Dr. Quo Tai-chi, China. Titled "The Year One," program originated from the Astor Hotel, New York, at a dinner in honor of the delegates from the United Nations under auspices of the Independent Citizens Committee of Arts, Sciences and Professions.

Format Revisions

ALLIS-CHALMERS Manufacturing Co., Milwaukee, sponsor of Boston "Pops" concert series which starts May 4 on ABC, has added several new features to programs. Listeners are to vote on favorite selection each week with winning work to be presented on following broadcast. Another innovation will be particular "nights," one of which, May 11, will be "Exeter Night," honoring Lewis Perry, retiring headmaster of the school, who has long been a patron of the "Pops" series.

CBS Revised Schedule

UNDER revised schedule CBS April 29 moves Arthur Godfrey program to 11-11:30 a.m. (Mon.-Fri.), dropping his show at 9:15-10 a.m. Programs currently heard 11 a.m.-1:30 p.m., "Amanda" and "Second Husband," previously sponsored by Sterling Drugs and retained as sustainers, will be discontinued. Network is considering Danny O'Neil, singer, to take over a half-hour of the 9:15-10 a.m. time.

WSTV Service Features

TWO new series of public service programs have been added by WSTC Stamford, Conn. Heard Wednesday, "Meet Your Stamford" reports on local activities and organizations. Also broadcast each Wednesday evening, "The WSTC Forum" presents informal discussions on civic problems. New participants are heard each week.

Workers Information

PRESENTING accurate and concise information on matters of interest to Government workers, "Your Government and Mine" is title of weekly program resumed by WWDC Washington. Series is conducted by Carl C. Berger, veterans placement officer and counselor. He had conducted program before 30 months' service in the Army.

WCBM Tag Line

TO SOLVE problem of listener confusion when MBS switches time schedule from that locally, WCBM Baltimore is using tag line "WCBM—Baltimore stays standard" following every program which will be heard at a different local hour. A Baltimore referendum favors Standard Time.

Baseball Telecast

FIRST telecast of a Chicago baseball game occurred April 20 when WBKB televised play-by-play account of Cubs-Cardinals game. Specially designed remote pickup unit was located beneath ball park's second deck. WBKB plans to cover future sports events.

Youth Sports Show

SPORTS program started by WIBG Philadelphia with return of Chuck Thompson from the armed services is devoted entirely to school and sandlot sports. To aid in combatting juvenile delinquency, program is broadcast solely as a sustaining public service feature. Series ties in with station's support of youth and non-professional sports in Philadelphia area.

WBBM Negro Program

IN COOPERATION with Chicago Defender, Negro newspaper, WBBM Chicago on May 4 begins series of quarter-hour programs Sat. 2:30 p.m. (CDST) titled "Democracy, USA." It's dedicated to racial tolerance and will highlight careers of outstanding Negroes in all professional fields. Initial broadcast to dramatize life of Defender's founder, Robert S. Abbott, with his nephew, John S. Sengstacke, present publisher, as guest. Richard Wright, Marian Anderson, Duke Ellington are listed among future participants.

Entertainment News

TITLED "Greater Pittsburgh Presents," new weekly public interest series started by WCAE Pittsburgh is designed to keep listeners informed of latest entertainment features and to serve as guide to local educational facilities. Program encourages citizens to take active part in community projects.

Negro Series on WAYS

ORIGINATING from campus of Johnson C. Smith U., Charlotte, N. C., "Rhapsody in Brown" is title of new program series broadcast by WAYS Charlotte. Variety program, aired Thurs. 9-9:30 p.m., is composed of talent from the faculty and student body of the Negro institution.

New Conveniences

PICTURING postwar developments in modern living, "This Modern World" is being sponsored weekly on WRC Washington effective April 30 by Potomac Electric Power Co. Short dramatizations are presented along with music by Morgan Baer and orchestra.

RCA Theme Change

RCA on June 2 drops classics-versus-jazz theme from "RCA Victor Show" on NBC, Sun. 4:30-5 p.m., substituting musical series featuring selections chosen by a different family each week. New series is an ABC package show. Account is placed by J. Walter Thompson Co., New York.

Educational Round Table

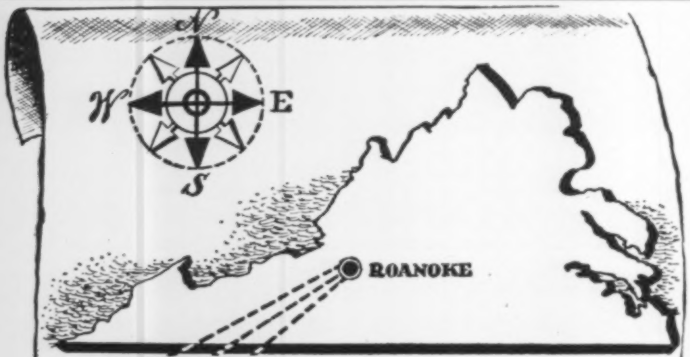
SERIES of programs stressing the importance of adult education is being presented Saturday evenings on WBAL Baltimore by the Maryland Educational Conference for Postwar Organization. Educators participate in round table discussion on various problems.

Student Panel

PANEL of students from the 11 countries in the United Nations Council April 23 was heard on "The World We Live In," WNEW New York, 10 p.m., discussing their visit that previous afternoon to the U. N. Assembly at Hunter College.

Esquire Sports

SCHWIMMER & SCOTT, Chicago agency, May 15 starts "Esquire Sports Parade" on ABC, Wed. 9-9:30 p.m. (CDST) on sustaining basis. Staff members of Esquire Magazine will write program which is available for sponsorship. Program will originate from Chicago.



24.3% OF VIRGINIA'S EFFECTIVE BUYING INCOME BELONGS TO WDBJ LISTENERS!

ROANOKE and WDBJ's portion of Southwest Virginia have almost one-quarter of the State's effective buying income, according to Sales Management (1945). In this area, there are 148,000 radio homes (1944 CBS) —more radio homes than in any single Southern city: over 80,000 more than in Richmond!

WDBJ is the *only* station that can give you full coverage of this big market. Let us tell you the whole story about Southwest Virginia—or just ask Free & Peters.

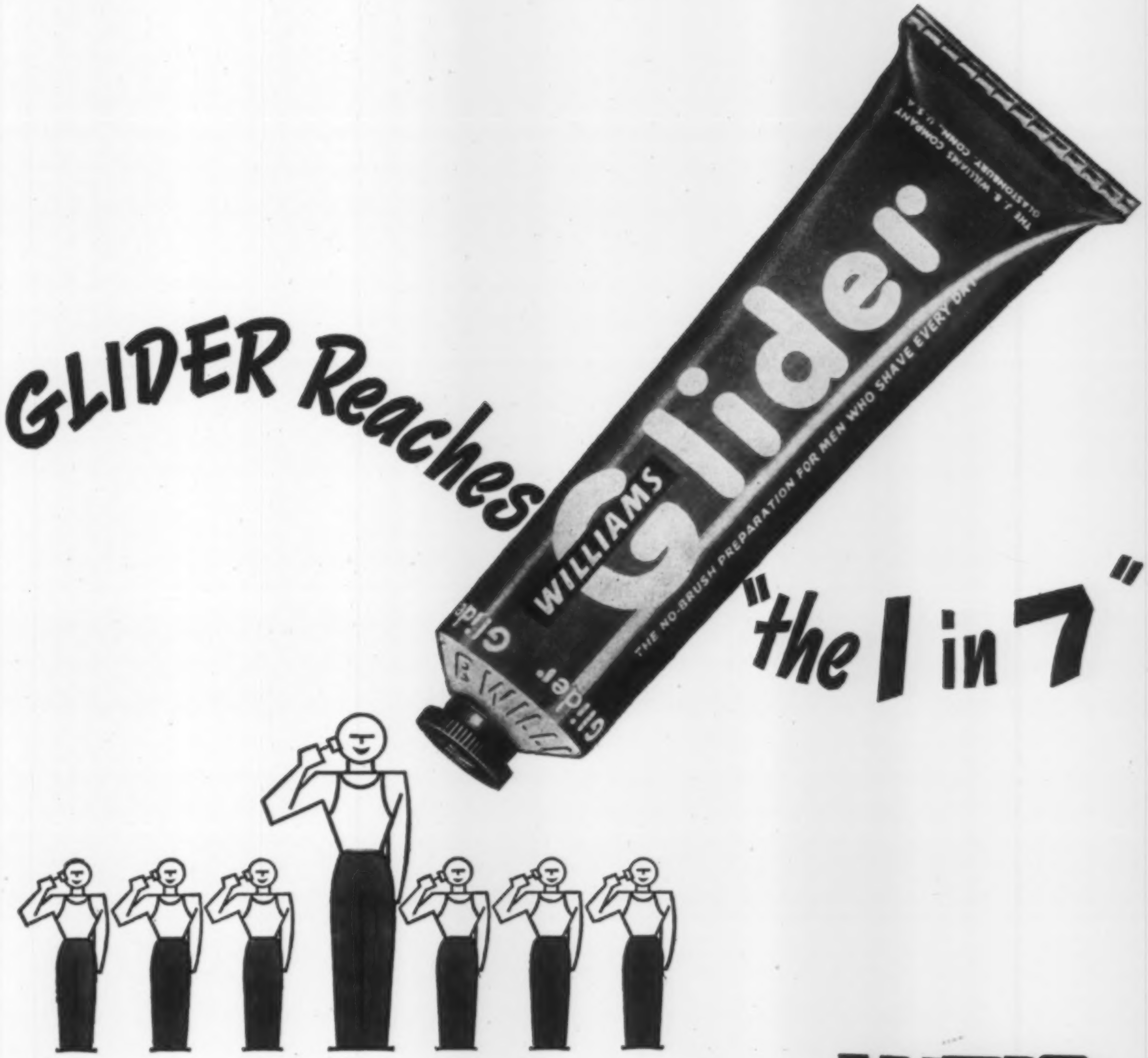
WDBJ
ROANOKE, VA.

CBS • 5000 Watts • 980 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, INC., *Nat'l Representatives*

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado


GLIDER Reaches
"the 1 in 7"
THE J. B. WILLIAMS COMPANY
GLASTONBURY, CONN., U.S.A.
WILLIAMS
Glider
THE NO-BRUSH PREPARATION FOR MEN WHO SHAVE EVERY DAY
Glider

EVERY Sunday evening since September, 1943, through its agency, the J. Walter Thompson Company, Glider (J. B. Williams' Brushless Shaving Cream) has used WTIC to reach the man who counts most for this product . . . "the 1 in 7 who shaves every day."

The satisfaction received from this effort to influence the shaving habits of these potential users of Glider is shown by the long uninterrupted period of broadcasting. This campaign has brought substantial results because WTIC thoroughly covers an outstanding market . . . Southern New England.

For your product too, you'll FIND MORE of the best type of prospects in this prosperous Southern New England Market and REACH MORE of them when you use WTIC.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Blue Book

(*Continued from page 76*)

the radio stations all over the country have always welcomed auditions whether it be a hill billy cowboy or a soprano. And when anyone with real talent appears or shows an interest in radio, I know of very few cases where he is rejected without consideration. Live programs, like all other programs, should be developed and are being developed by smart radio operators. Radio certainly owes no obligation to the Commission or to anyone else to run any certain number. If a licensee chooses to play phonograph records his entire schedule and the listeners accept it and the advertisers support it, then he is perfectly within his right. For the Commission to demand that he run any certain amount of live programs would be no different from their demanding that the newspaper editor employ so many journalism students; that the music teachers hold so many recitals; that the schools hold so many concerts. They all are merely integral parts of developing talent.

Listener Tastes

No. 3 in the Blue Book breakdown of important consideration is "Programs Devoted to the Discussion of Public Issues." If any of the Commissioners had been in broadcasting they would know that we recognize the value of public forums. They, like quiz programs, hill billy music, and poetry, build good faithful audiences in a hurry. But are we operators obliged to run them whether they be good or bad in order to stay in business? Each newspaper would do well to sponsor a weekly or monthly forum in its city. Each church would be doing its country a service by sponsoring regular forums. The Lions Club could do nothing better for its community than sponsor a forum. But in all cases circumstances must be considered. Radio has no more obligation to stage public discussions and air them than any of the above named organizations. All of the radio stations in the country could run for the next 100 years without a public forum and still serve the public interest.

This Way, Keeper!

THE SWITCHBOARD operator at WCHS Charleston, W. Va., was able to answer all the queries when transmitter trouble recently silenced the station for a few minutes. That is, all but one telephoner, an old lady who, after learning of the trouble, demanded: "Well, couldn't your announcer have made an announcement about it?"

Advertising No Evil

Finally, the FCC comes forth with a lengthy expose on advertising excesses. There is a growing sentiment in this country to criticize people for making money. We here in the West believe that America has been built upon the incentive of men who have a chance to make a million dollars without government interference if they did it legitimately. The amount of advertising carried by a radio station has no connection with the service rendered by that station to its community. A station which grosses a million dollars a month and spends half of that million in programming and backing community enterprises would be a much better public servant than the station which grosses five thousand and has to operate on a shoe string to break even. There is a newspaper on my desk called *Mercantile News.* It contains nothing but advertising. But from the way it is being supported by the merchants, I presume it is serving a purpose. If radio today is running too much advertising, then the listener and the advertiser in the order named will alleviate that situation, and it should be no concern of the Commission. The Federal Communications Commission will be in no position to step in and do anything about it until they decide that complete government control is necessary.

Business Unpredictable

May I say this brief word concerning the promise and performance policy of the Commission. If there is any successful broadcaster living who can predict correct percentages on his business for 12 months ahead, then he should be listed along with the prophets of Biblical times. Of course, it is possible and down right easy to tell the Commission what we are going to do for the next year, to give them percentages of commercial sustaining, educational, religious and fraternal programs, and to abide by them to the letter. That we must do according to the FCC's present attitude. But in doing so we are going to toss out the window most thoughts of showmanship, of ingenuity, of program ideas, and make our goal meeting the FCC percentages. If the question arise should we carry this program and please the listeners, or cut it to match our FCC promise, the answer is obvious.

President Truman said, "Radio . . . must be maintained as free as the press." I wonder if we could get him to repeat those words to the Commission.

Sermons Printed

FOUR SERMONS, heard on CBS "Church of the Air," are among those printed in the book, "Best Sermons—1946," edited by G. Paul Butler, religious editor, New York Mirror, to be released May 22 by Harper & Bros., New York.

GOING TO HELL-FOR-SARTIN (Ky.)?

If you think there ain't no Hell-For-Sartin (Ky.), you've got another think coming. But despite its fire-and-brimstone name, Hell-For-Sartin isn't such a hot place — especially for cold cash. That's why we don't even attempt to reach it, but concentrate our power on the Louisville Trading Area—where people have a devil of a lot more dough to spend than all the people in all the rest of the State, *combined!* WAVE ain't heading towards Hell-For-Sartin . . . . not in *this* life, anyway!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

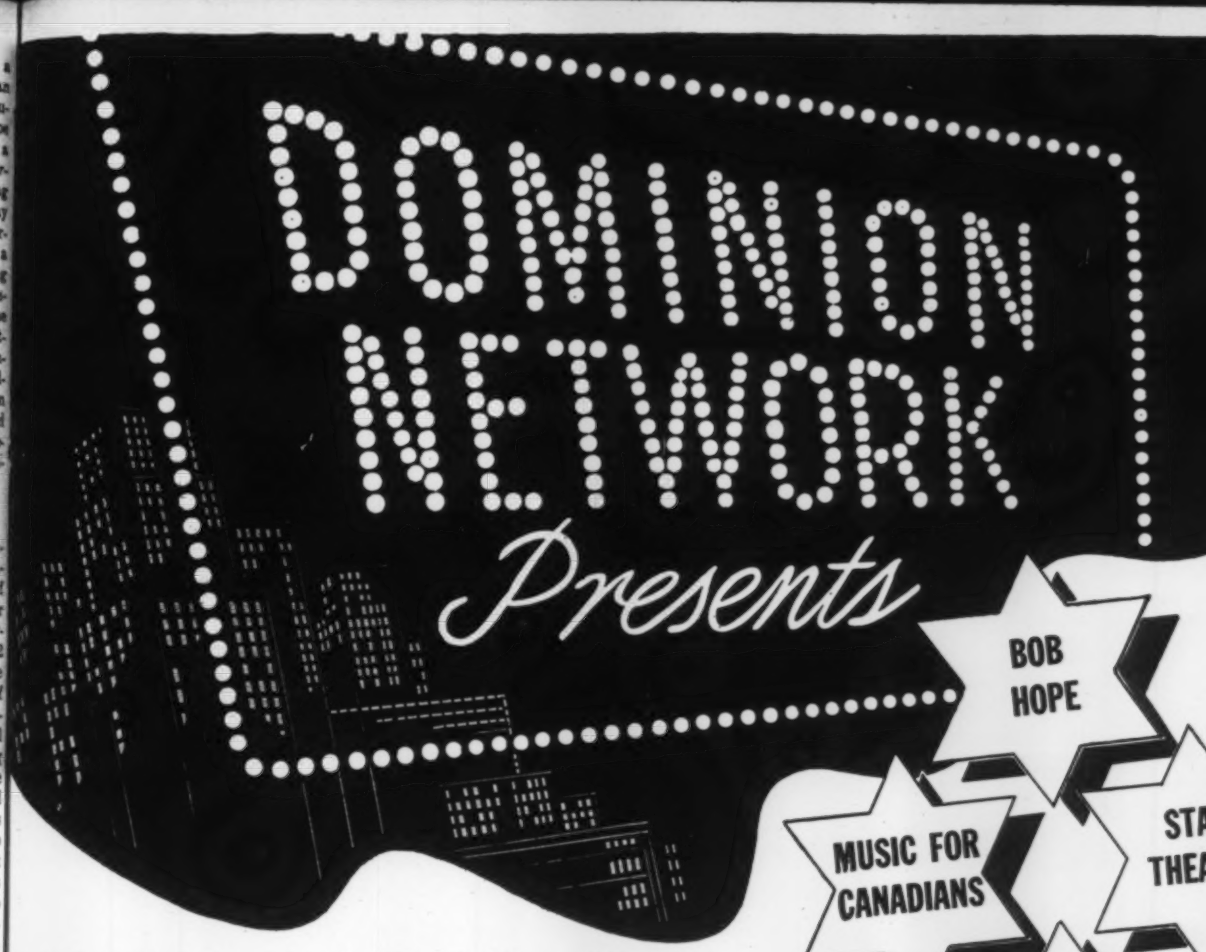
5000 WATTS

WMBG

WORLD'S MEMORABLE BATTLE GROUNDS

WIDER MARKET BETTER GUARANTEE

NBC IN RICHMOND, VA.



DOMINION NETWORK

Presents

BOB HOPE

MUSIC FOR CANADIANS

STAR THEATRE

LIGHT UP & LISTEN

ALAN YOUNG

NORTHERN ELECTRIC SHOW

RUDY VALLEE

PARADE OF SONG

DICK HAYMES

JACK CARSON

The Dominion Network's weekly schedule sparkles with many of radio's finest shows. Excellent Canadian productions, plus top-flight features from U. S. Networks, give Dominion stations and Dominion listeners a program service unexcelled in interest and varietv.

Dominion stations enjoy a large and consistent following . . . do a most effective job for Dominion Network sponsors. And no wonder! With good shows, strong local interest, a fine record for community service and intensive major market coverage, they reach a loyal and enthusiastic audience . . . 80% of Canada's English-speaking radio homes.

CBC SERVES CANADA

Put *your* program in star company. Join the growing list of advertisers who are reaching this vast audience so successfully. *Go Dominion!*

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION
354 Jarvis St., Toronto 5, Ont. — 1231 St. Catherine St. West, Montreal 25, P.Q.

plus . . .

- CONTENTED HOUR
- PHILCO HALL OF FAME
- FOSTER HEWITT REPORTING
- MEET CORLISS ARCHER
- INFORMATION PLEASE
- SYMPHONY SERIES
- THEATRE OF ROMANCE
- CLARY'S GAZETTE
- ELLERY QUEEN
- TREASURE TRAIL
- GILLETTE FIGHTS
- CALANGIS & COMPANY
- NATIONAL BARN DANCE

. . . and many others

CBC DOMINION NETWORK

PROMOTION

TEN-YEAR supply of nylons is being offered by the Andrew Jergens Co., Cincinnati, as first prize in a contest which started April 21 on firm's "Walter Winchell" and "Louella Parsons" programs, ABC, Sun. 9-9:15 p.m. and 9:15-9:30 p.m., respectively. Rules of the contest require that each contestant buy a dollar box of Jergens Twin Make-Up and write 25 words or less stating why they prefer Jergens face powder. All includes box label with entries. In addition to top winner, who gets the ten-year supply of nylons, 100 additional winners will each receive a dozen pairs of hose with the next 500 persons submitting the best essays being awarded two pairs of nylons each. Agency handling account is Lennen & Mitchell, New York.

Road Map Tie-in

PROMOTING CBS "Dick Haymes Show," exclusive agreement has been made by Electric Auto Lite Co. with American Automobile Assn. for space in all state and regional road maps. Tie-in promotes sponsor products as well as program, with exclusive advertising franchise covering five-year period.

Listener Magazine

MONTHLY magazine is being offered ABC affiliates by Harry S. Goodman Radio Productions, New York, for local distribution house to house through stations' sponsors and to listeners upon request. Titled "The Listener," with local station's call letters inserted in the title, book consists of 12 pages, eight of national interest and four for each local subscribing station's news of the month. Pictures and stories about various radio personalities will be included in magazine's first issue which is scheduled to appear in early May.

KRNT Card

STATING that Iowa people want to buy 44,000 electric ranges and 43,000 gas ranges, as found by a Des Moines Register and Tribune poll, oversize card mailed by KRNT Des Moines stresses fact that KRNT personalities can sell anything Iowa housewives "can bake into a pie or cake or serve piping hot from their ranges." Panel on address side of card promotes "Your Neighbor Lady" series.

Record to Archives

RECORDING of the sesquicentennial anniversary celebration of North Carolina, as broadcast by WBIG Greensboro, has been presented by the station to the archives of the State Museum, Raleigh. Among 39 persons to receive honorary degrees was Edward R. Murrow, CBS vice president in charge of correspondents. WBIG has been contributing to archives since day Adolph Hitler marched into Poland.

WAYS Promotion

SPEAKERS panel, composed of station personnel, has been organized by WAYS Charlotte, N. C., to lecture on "Radio as an Industry" before civic clubs, schools, churches and other organizations in the area. In addition, station is keeping downtown Charlotte offices and business establishments supplied with book-matches and manicure sets with WAYS call letters imprinted on covers.

Souvenir Booklets

SOUVENIR booklets have been prepared by Universal Broadcasting Co. for KXLA Hollywood and KSFO San Francisco. Illustrations of facilities and personnel of the respective operations and the overall organization are included. Each booklet contains supplement on television, FM and other radio developments.

WPEN Trade Deal

WPEN Philadelphia has entered into a trade agreement with the Philadelphia Retail Record Dealers Assn. for co-operative promotion plan. Virtually all WPEN record programs are to carry "where-to-buy" tags for record dealers. Station will supply counter cards, stickers and other promotion material to be displayed in local stores.

Availabilities Announced

SINGLE page promotion piece issued by ABC announces sponsorship of two more time periods in Monday through Friday daytime schedule. Stating "Just a little daytime left," piece lists program schedule giving sponsored shows and availabilities.

Jump-Up Folder

CITING station's salesmanship and "behind the scenes" sales promotion support, folder distributed by WBAL Baltimore pictures WBAL trade character as grocery store clerk, holding up box bearing "Your Product" label as piece is opened.

Baseball Facts

INFORMATIVE pocket-size baseball book has been issued by KDKA Pittsburgh, including the official rules of the game, 1946 National League schedule, layout for baseball field and an introduction by Otti Cochran, president, Greater Pittsburgh Amateur Baseball Federation.

KMOX Booklet

KMOX St. Louis has issued a promotion booklet in the form of a success story on Lee Adams, featured on station's "Housewives' Protective League" and "Sunrise Salute," titled "Record Breaking Is His Business."

Program Ads

THROUGH arrangement with The Moncton (N. B.) Times, CKCW Moncton is running box advertisement announcing "Ellery Queen" program with daly installments of newspaper Ellery Queen mystery episodes.

Electro-Voice Folder

FOLDER announcing new cardoid crystal microphone utilizing Mechanophase principle of undirectivity has been distributed by Electro-Voice Inc., South Bend, Ind.

KTBC Folder

MARKET data and coverage information folder is being distributed to the trade by KTBC Austin, Tex. Two-color piece includes envelope package in which latest material is placed.

Promotion Personnel

WARD ARCHER, formerly in Navy and before that feature writer with Memphis Commercial Appeal, joins CBS sales promotion and advertising department, New York, as copywriter.

JUDITH BROWN, former assistant to the sales manager of WTOP Washington, has joined WOL, Cowles Mutual outlet in Washington. She assumes new post as coordinator of sales, promotion and merchandising departments.

E. LEE FONDREN has returned to KLZ Denver as promotion manager after three years of service in the Army. **ROGER RAMBEAUX**, acting promotion manager during the absence of Mr. Fondren, has resigned to become director of athletic publicity at Denver U. Mr. Fondren for 18 months was with Army Intelligence in the Pacific.

Mr. Fondren

JOHN A. COLEMAN, former assistant director of research, Ross Federal Research Corp., New York, has joined NBC as research associate.

HARVEY M. BOND, before duty in the armed forces advertising manager of Universal Camera Corp., has been appointed advertising and sales promotion manager of Helbros Watch Co., New York.

CBS VIDEO OUTLET RESUMES SCHEDULE

WCBW, CBS video station in New York, was to resume broadcasting April 27 after an eight-week layoff to convert its transmitter from 60-66 mc to new assignment, 54-60 mc. Station plans a Wednesday through Sunday schedule, with live studio programs on Saturday, Sunday and Thursday, and films and remote pickups on Wednesday and Friday. Telecasts will start at 8:15 p.m. except for remote telecasts, which may be in the daytime or whenever the event occurs.

Opening evening's program was to include a half-hour variety show, *Saturday Evening Spotlight*, comprising short discussions of news, sports, science, art, women and the coming week in New York; and *It's a Gift*, half-hour audience participation show featuring John Reed King.

Sunday schedule called for a news program; *Tales by Hoff*, featuring Sid Hoff, cartoonist, and *Choreotones*, a dance program. Wednesday will be films, as will Friday. Thursday program will include a news program; *Draw Me Another*, with Gurney Williams, art editor of *Colliers*, and guests, and *There Ought to Be a Law*, current events forum of New York high school students.

Question: Are Western New Yorkers Radio listeners?

Answer: There are 938,626 radio homes in the 43 county WHAM Area ... or 89.3% (National average is but 83%)

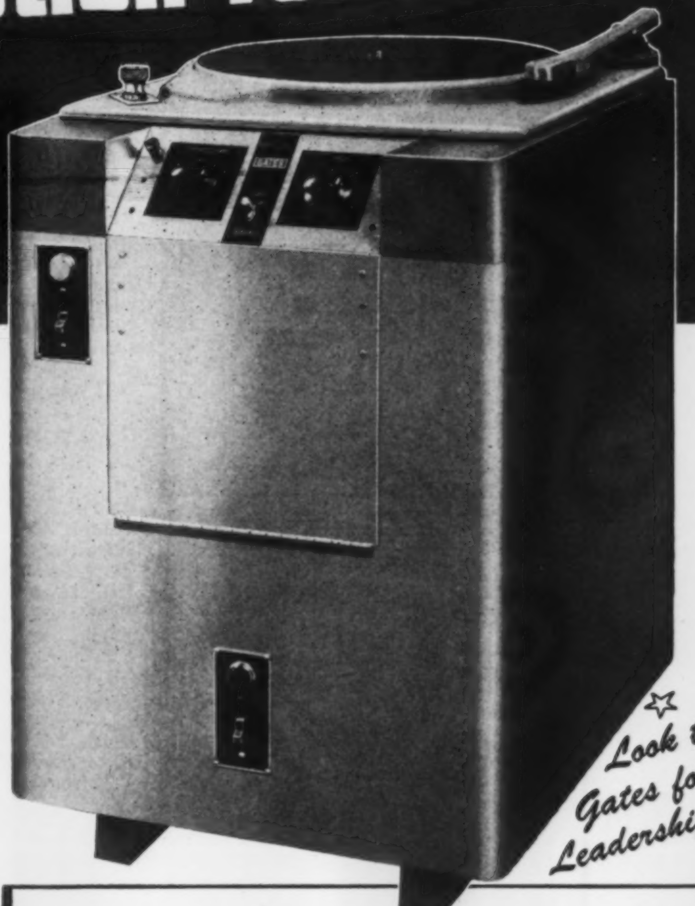
WHAM
ROCHESTER, N. Y.
Your Western New York Salesman
50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC
National Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

GATES now gives you this

NEW Transcription Turntable!

. . . the only Unit offered today with

SELF-CONTAINED GAIN CONTROL



☆ *Look to Gates for Leadership*

. . . and 5 other Outstanding Features!

(1). Get the new Gates CB-10 for new efficiency and ease in play-back technique. A high quality attenuator for controlling gain is mounted on the sloping front control panel. No more awkward reaching for transcription channel gain control while handling the Turntable or recording. All controls are under your fingertips.

(2) Preamplification is self-contained too! Eliminated is the necessity for running long audio lines from the Turntable to preamplifiers because the CB-10 has its own preamplifier that has ample output to feed any program or monitoring amplifier. Use the CB-10 anywhere.

(3) Five frequency response selections are provided. Just turn the selector switch on the front panel to obtain proper characteristics for:

1—Columbia orthocoustic transcriptions
2—Standard orthocoustic transcriptions
3—Phonograph recordings
4—Worn Phonograph recordings
5—Unequalized acetate recordings

(4) Tone arm balance is carefully adjusted before unit leaves factory assuring proper pressure setting of stylus.

(5) Access to interior of cabinet is easy and quick—front panel tilts outward; rear panel snaps into place requiring no tools to remove.

(6) Your choice of either diamond or sapphire equipped removable cartridges. Both types in stock for exchange at reasonable prices.

IT'S A BEAUTY!

The Unit is styled in the modern manner for attractiveness and dignity harmonizing with other equipment in the up-to-date Broadcasting Station. Finish is in two-tone grey.

Condensed Specifications

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than 2%

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, 26 in. deep, approximately 36 in. high. Packed for export, 25 cu. ft.

POWER REQUIREMENTS—Approximately 150 watts from 115-volt, 60 cycle source. Other voltage and frequencies available.

WRITE FOR DETAILED SPECIFICATIONS

NEW YORK
OFFICE:
9th Floor • 40 Exchange Place

GATES
RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co.,
Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The [illegible]

Serving
The Third Largest Market
in the
Fourth Richest State

●

WCOL
COLUMBUS
The Listening Habit of Central Ohio

●

Represented by
THE HEADLEY-REED CO.

WHTD Now WONS

WONS is new call now being used by WHTD Hartford, Conn., Yankee-Mutual station. The NS stands for Nutmeg State. Intensive promotion campaign, including broadcast limerick contests, signs, cards and movie trailers have been announcing switch which was effective April 21.

Escape Tidal Wave

WORD from Hilo, Hawaiian city hit by the recent tidal wave, indicates that Al Green, manager of KHBC Hilo, barely escaped with his family before his house was washed out to sea. Ezra J. Crain, manager of the *Maui News*, recipient two weeks ago of a CP for a 1 kw. station in Maui, was forced to swim to safety with his wife and two children. His house was demolished.

Michael Kelly

MICHAEL Aloysius Earl Kelly, newscaster for *Vancouver Daily Province* on CKWX Vancouver B. C., died April 15 after a long illness. Known to radio listeners only as "Mr. Good Evening," he had been in newspaper and broadcasting work for about 20 years, and up to a year ago had done twice daily newscasts on CKWX.

NAB Brewery Pamphlet

BOOKLET titled *Here's How*, published by NAB Dept. of Broadcast Advertising under direction of Hugh Higgins, assistant chief, recites radio success stories of breweries. Booklet tells how brewers increase sales, establish consumer preference, build dealer confidence and promote consumer goodwill through use of radio. Department has revived its 'Results From Radio' series, first issue telling how Little Crow Milling Co., Warsaw, Ind., has sold Coco-Wheats by broadcasts. Story is titled "Prince Charming and the 10,460 Boxtops."

Magazine Radio Issue

DEVOTED entirely to broadcast matters, the *May Journalism Quarterly* is edited by Wilbur Schramm, director, School of Journalism, State U. of Iowa, and vice chairman, Council of Radio Journalism. Included in the articles are: "Radio News—Its Past, Present and Future," by Paul W. White; "The Government's News Service," by Elmer Davis; "Shortwave Broadcasting and the News," by William Benton; "International Radio Today," by John W. Gerber; "The Audience for Radio News," by Elmo Wilson; "What Radio News Means to Middleville," by Wilbur Schramm; "Legal Problems of Radio News," by Fred S. Siebert; "The Evolution of Newspaper Interest in Radio," by Paul H. Wagner.

CHEF Granby, Que., new 250 w station on 1450 kc, is incorporated as Granby Broadcasting Co. Ltd. with address at 7 Johnson St., Granby.

RADIO PRESS CO-OP

Salt Lake City Station Has Newspaper Series

Alvin Pack (left) and Roy Simmons Discuss New Venture.

CRUSADING column of the *Salt Lake Telegram*, "Let George Do It," becomes a nightly feature on KALL Salt Lake City. Paralleling the "Mr. Fixit" idea, the radio version of the column will be announced by Gordon Crowe.

Only two or three letters daily can be handled by the newspaper but the radio tieup will bring marked expansion in the public service project. The column has brought about many civic improvements as well as finding lost dogs and similar chores. Joint venture was arranged by Alvin Pack, KALL manager, and Roy Simmons, *Telegram* promotion manager.

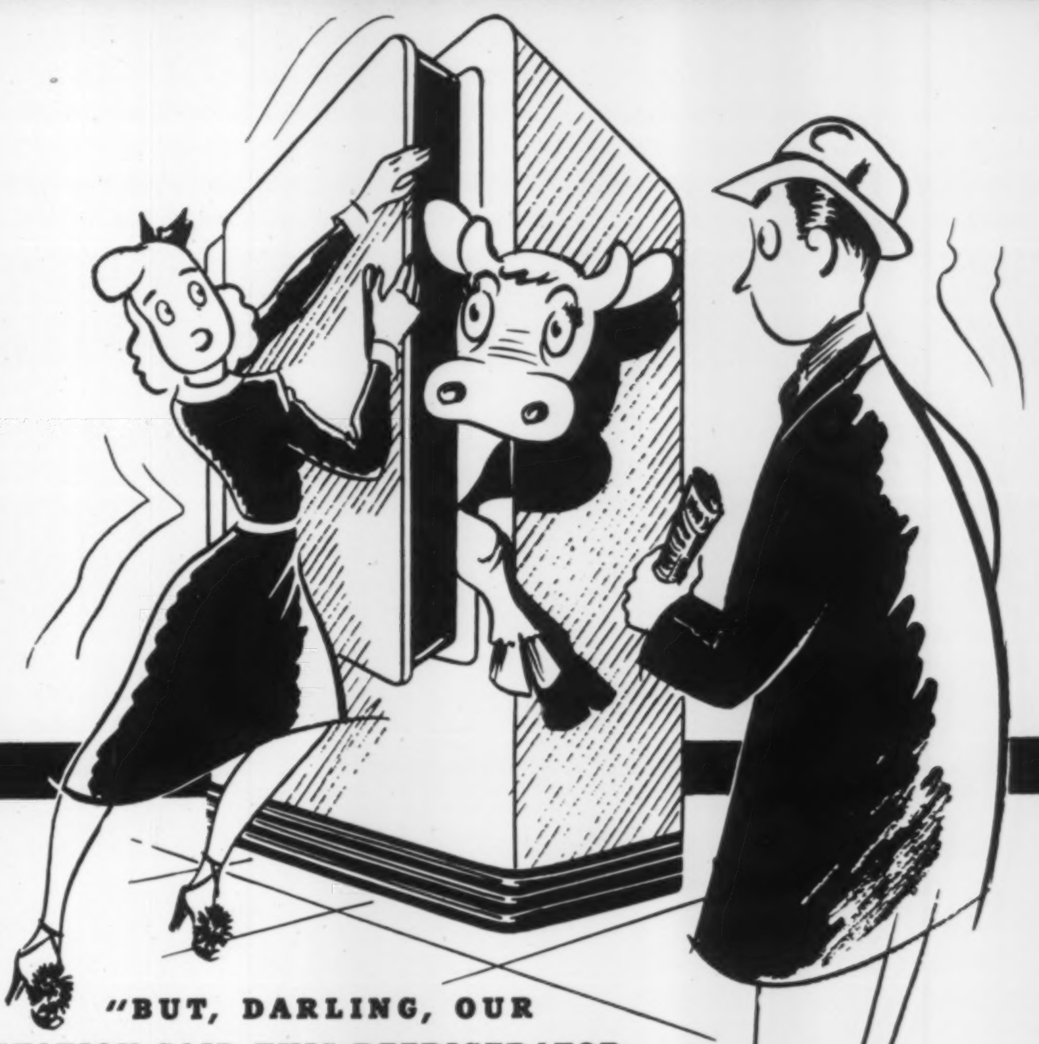
Sandage to Illinois

Dr. Sandage

DR. CHARLES H. SANDAGE, author of *Radio Advertising for Retailers*, has joined U. of Illinois School of Journalism. The announcement, by F. S. Siebert, director of the school, stated Dr. Sandage would assume duties in September, teaching principles of advertising, radio advertising and advanced courses in advertising. At the present time, Dr. Sandage, also author of the text book, *Advertising Theory and Practice*, is head of the department of marketing at Miami U, Oxford, Ohio. From July 1944 until fall of 1945, he was director of research for the Institute of Transit Advertising, Chicago. His survey of radio listening in Butler County, Ohio, was published last month in the *Miami Business Review*.

Esmond on Three

ESMOND MILLS, New York, sponsored ABC filmed telecasts of the Easter parades in New York and Atlantic City on WABD New York, WRGB Schenectady and WPTZ Philadelphia on April 22, 24 and 26 respectively, and not all three on WRGB as incorrectly reported in BROADCASTING, April 22.



"BUT, DARLING, OUR NERN STATION SAID THIS REFRIGERATOR HAD ROOM ENOUGH FOR A WHOLE COW"

. . . and that settled it as far as she was concerned. Naturally he'll "steer" her straight on storage, but, fundamentally, he applauds her foresight in taking a NERN station's advice when purchasing quality home appliances. After all, didn't he buy that new topcoat on a NERN station's say-so?

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R I
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York

Nationally represented by

WEED & COMPANY

New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
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High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
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FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
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Phones 877-2652 Enid, Okla.
Since 1939

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TOWER SALES & ERECTING CO.
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Erection, lighting, painting & Ground Systems
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PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D.C. Res.—Alex. 6957

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
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Washington D. C.

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NORFOLK - 2 - VIRGINIA
Julius L. Grether
William P. Grether
CONSULTANTS

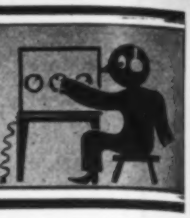
YOUR FIRM'S
NAME
here . . .

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

WILL be seen by over 12,000 BROADCASTING readers. Every station owner and manager . . . every applicant for AM, FM, TV or Facsimile . . . more than 1200 Chief Engineers .... *all* read BROADCASTING. Reach your prospects in the "Service Directory." Write or wire . . .

BROADCASTING
NATIONAL PRESS BLDG. • WASHINGTON 4, D. C.

TECHNICAL



G. F. METCALF has been appointed manager of the General Electric Co. Electronics Labs., Syracuse, N. Y., and **L. M. LEEDS** has been named consulting engineer in the GE Transmitter Division. Mr. Metcalf will have charge of electronic research and advanced development for the Electronics Dept. which will ultimately be located at Electronics Park, multi-million dollar electronics headquarters plant now being built at Syracuse. He has been a member of the vice president's staff since his release from Army Signal Corps as colonel in November 1945. Mr. Metcalf held that post before entering the armed services. Mr. Leeds has been electronics consulting engineer for GE as well as export consultant on radar and radio in the Office of the Secretary of War, Washington. He one time was in charge of development of GE's first television station (W2XB) and the establishment of WRGB.

JOHN L. REINARTZ, after serving seven years in the Navy as communications and electronics officer and released as captain, has returned to RCA in charge of the amateur radio program of the Commercial Engineering and Power Tube Sections, Lancaster, Pa. Associated with the radio industry since 1908, Captain Reinartz gained national recognition in 1925 when, as communications officer with the Adm. Richard E. Byrd Arctic expedition, he maintained constant contact with the outside world by shortwave radio.

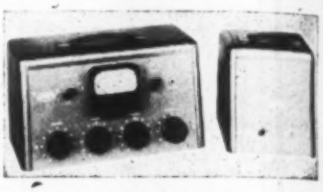
BILL WILLIAMS has returned to ABC Hollywood as engineer after four years of specialized war work on a University of California under-water sound experiment project.

MARION ELECTRICAL INSTRUMENT Co., Manchester, N. H., has announced the Marion Multi-Ranger, a foundation instrument designed to permit the user to assemble it for use as a voltmeter, milliameter, high and low resistance ohmeter, AC voltmeter and decibel meter. Instruments are available in 3½, 4½ and 8½-inch sizes, each exchangeable electrically.

DR. GEORGE CLARK SOUTHWORTH, research engineer of Bell Telephone Laboratories, New York, has been awarded the Levy Medal of the Franklin Institute, Philadelphia. Dr. Southworth won the award for his paper on "Microwave Radiations From the Sun."

LOUIS PACENT Jr., former head of the industrial engineering department of Emerson Radio and Phonograph Corp., New York, has been appointed works manager of Radio Speakers Inc., Chicago, Emerson subsidiary.

JOHN F. RIDER, formerly with the armed forces, and known for his technical writing and work in the field of radio servicing and servicing methods, has been retained by the RCA Victor Division of RCA, Camden, N. J., as a consultant on test equipment working in cooperation with the Test and Measuring Equipment Section. Active in radio for more than a quarter century, Mr. Rider developed the Chanalyst and Voltohymst, manufactured by RCA Victor. His reports will be made available to RCA distributors and servicemen.



EYE APPEAL as well as ear appeal are embodied in this new three-channel remote amplifier and power supply combination of Raytheon Manufacturing Co. Including airplane type carrying cases equipment weighs only 54 pounds. Electrical characteristics equal or exceed all FCC requirements for FM transmission. Distortion is less than 1½% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level is 60 db or better. Microphone and cable storage compartment is contained in the case of the power supply unit.

CHARLES CHRISMON, engineer at WWDC Washington, has received a letter of commendation and ribbon from Admiral Nimitz for his part in the installation and operation of the first radio broadcasting facilities on Guam, and going aboard ship to install and operate facilities for voice broadcasts from Okinawa and Ie Shkma.

WILBUR H. CUMMINGS, studio field engineer of ABC Central Division, has been transferred to daytime control room operator. **BYRON SPIERS** has been switched from field to night control room post. Assigned as studio-field engineers are **HUBERT F. ABRALTER, CHARLES BLANCHARD, RUSSELL E. HUNT** and **ALVIN P. JOHNSON.**

ROBERT E. HARTZOG, control room supervisor at KOIN Portland, Ore., is the father of a girl, Lindo Jo, born April 21.

RADIO TECHNICAL PLANNING BOARD, as part of postwar reorganization, has discontinued Panels 1 and 3, dealing with spectrum utilization and high frequency generation respectively. Other panels remain in force although some are relatively inactive.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced a new high-sensitivity vacuum tube voltmeter designed for laboratory and industrial electronic testing. Known as Type AA-1, voltmeter has 10 calibrated voltage ranges, lowest being 10 millivolts full scale for readings as low as 1 millivolt, and highest 300 volts.

HAROLD LUNN, formerly of CJOR Vancouver, has joined CJAV Port Alberni, B. C., as engineer.

FIRST HALLICRAFTERS postwar receiver, Model S-40, is presented by President William J. Halligan to ex-Maj. Arthur W. Wermuth, famed Bataan one-man army who decided to become a ham while using a Hallicrafters set prior to his capture by the Japanese. L to r: Raymond W. Durst, Hallicrafters vice president; Mr. Wermuth; Mr. Halligan; Rollie Sherwood, Hallicrafters sales manager.

38 Conditional FM Grants

(Continued from page 50)

Bedford, Mass. (metropolitan). Principals are Joseph P. Duchaine (70%), owner of My Bread Baking Co., New Bedford; Maj. Robert E. Hawes (15%) of North Dartmouth, Mass.; and Harold B. Mahoney (15%) of Mattapoisett, Mass. Estimated cost: $76,500.

Saviers Electrical Products Corp., Reno, Nev. (community). Sole owner is Claude E. Saviers, electric products distributor. Estimated cost: $13,150.

Harold O. Bishop, Harrisburg, Pa. (community). Mr. Bishop owns the Electric Service Co., Harrisburg. Expenditure contemplated is $2,745. Applicant declares he possesses bulk of necessary equipment.

Portsmouth Star Publishing Corp., Portsmouth, Va. (metropolitan). Owners are Norman R. Hamilton (53%), publisher of *Portsmouth Star*, and Adelaide Hamilton (46.7%). Estimated cost: $39,700.

Designated for consolidated hearing were: CBS, Globe-Democrat Publishing Co., Unity Broadcasting Corp. of Mo., all of St. Louis; Mississippi Valley Broadcasting Co., East St. Louis, Ill.; Evangelical Synod of Missouri, Ohio and other states, Clayton, Mo. All are for metropolitan stations in St. Louis area.

Also designated for consolidated hearing were the following applications for metropolitan stations in the Atlanta area: Liberty Broadcasting Corp.; Atlanta Journal Co.; Atlanta Broadcasting Co.; Wilson & Cope; Ga. School of Technology.

Following is a list of applications for which approval was given of basic engineering plans Conditional grants were originally made on Oct. 19 and Nov. 1, 1945. (Note: Power shown is effective radiated power. Antenna height given is height above average terrain):

Atlantic Coast Broadcasting Co. (WTMA) **Charleston, S. C.**	Metropolitan; Channel: 92.3 mc (No. 222); 20.5 kw; 415 ft.
Harbenito Broadcasting Co. Inc. (KGBS) **Harlingen, Tex.**	Metropolitan; Channel: 95.3 mc (No. 237); 13.7 kw; 402 ft.
Havens & Martin, Inc. (WMBG) **Richmond, Va.**	Metropolitan; Channel: 96.3 mc (No. 242); 47 kw; 427 ft.
Houston Printing Corp. (KPRC) **Houston, Tex.**	To be determined; Channel: 99.7 mc (No. 259); 196 kw; 497 ft.
KTRH Broadcasting Co. **Houston, Tex.**	To be determined; Channel: 99.3 mc (No. 257); 164 kw; 500 ft.
Boise Broadcast Station (KIDO) **Boise, Idaho**	Metropolitan; Channel: 102.1 mc (No. 271); minus 370 ft. (transmitter is in a valley; tower 200 ft.) 3.3 kw.
Textile Broadcasting Co. (WMRC) **Greenville, S. C.**	Rural; Channel: 93.3 mc (No. 227); 48.6 kw; 1173 ft.
Spartanburg Advertising Co. (WSPA) **Spartanburg, S. C.**	Rural; Channel: 92.1 mc (No. 221); 24 kw; 2125 ft.

FINAL CP's GRANTED

The four following stations, which received engineering approval on March 13, were granted regular construction permits:

St. Louis (WEW) **St. Louis**	CP for Metropolitan station; Channel 94.1 mc (No. 231); 42.6 kw; Antenna: 525 ft.
Missouri Broadcasting Corp. (WIL) **St. Louis**	CP for Metropolitan Station; Channel: 92.1 mc (No. 221); 32.3 kw; Antenna: 475 ft.
Thomas Patrick, Inc. (KWK) **St. Louis**	CP for Rural station; Channel: 95.3 mc (No. 237); 188 kw; Antenna: 472 ft.
Frank R. Pidcock, Sr. (WMGA) **Moultrie, Ga.**	CP for Metropolitan station; Channel: 100.3 mc (No. 262); 10.4 kw; Antenna: 401 ft.

In the Public Service

Prevent Potato Damage

OFFICIALS at New Haven (Conn.) Agricultural Experimental Station have praised WTIC Hartford and its *Farmers Digest* for aiding in prevention of inestimable damage to Connecticut potato industry. By error three lots of infected seed potatoes had been shipped into the U. S. from Prince Edward Island. When the New Haven experimental station received the warning it had called all county agents to search for possibility of some of those potatoes in the state. One agent contacted Jim Platt, *Farmers Digest* conductor, who broadcast the warning. Within 48 hours the experimental station received word that one lot of infected potatoes had been located in Connecticut.

* * *

King Aids Vets

OVER 100 veterans have found jobs in Boston greenhouses and nurseries through Art King, director of WEEI Boston's *Job Center of the Air* program. The placements were a result of a Sunday broadcast in which four nurserymen participated. The series, Monday through Friday 4:55 p.m. and Sunday, 11:05 a.m., is responsible for placing about 500 veterans since Mr. King took over in January following his return from Pacific duty with the Marine Corps.

* * *

Hear Son's Voice

IT WAS a quiet afternoon in the studios of WSTV Steubenville, Ohio Mutual affiliate, when a man walked into the offices and told of his son, stationed with the Armed Forces in Berne, Switzerland, who was to broadcast over the Berne station that night and of the family's anxiety to hear his voice. A hurried call to Chief Engineer Charles Shepherd presented the solution. Shepherd rigged up a special communications receiver and while the delighted parents, Mr. and Mrs. James Crocetti, of Steubenville, sat in the comfort of the WSTV transmitter building, they heard the voice of their son saying, "Hello, Mom . . . hello, Pop!" The parents had not seen their son in five years.

NOW
THE FIRST
MAJOR IMPROVEMENT
in radio facilities in years
FOR
MINNEAPOLIS · ST. PAUL

5000 WATT*
DAY and NIGHT
WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS
General Manager

** CP granted, in operation in May, 1946.*

BEFORE YOU BUY AN FM TRANSMITTER *Investigate . .*

REL

1KW FM TRANSMITTER

PIONEER
MANUFACTURERS
OF FM
TRANSMITTERS
EMPLOYING
ARMSTRONG
PHASE-SHIFT
MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
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Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEER
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

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CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D. C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineer
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE [illegible],
COLORADO BUILDING · WASHINGTON, 5, D.C.
600 PICKENS ST. · COLUMBIA, 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
631 Pennsylvania Ave. N.W.
Washington 1, D. C.
Executive 3960

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A
M M
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

Peabody Awards

(Continued from page 20)

le is practically worthless unless someone listens to it," continued Mayor Glade. "It is definitely not in the public interest to schedule broadcasts that no one wants to hear, even if they are local presentations."

He criticized the critics of comedy programs, said a "laugh is usually good medicine for any one and, if it is provoked by clean fun, it is definitely in the public interest."

Advertising a Necessity

"As I see it, the report indicates a serious misunderstanding of the importance of advertising as one of the most potent institutions in American life," said Mr. Glade. "With one or two anemic and apologetic sentences, the report dismisses advertising as having only some public interest and then proceeds into an extended review of alleged excesses.

"I respectfully submit that there is no more important and vital influence in the American system of free enterprise and private initiative, as we know it in the United States today, than advertising, properly presented and controlled."

Mayor Glade called on broadcasters to support a "wholesome and constructive policy in the use of advertising" and to go all-out in an endeavor to "safeguard the medium which makes available the very life-blood of the radio industry." Sponsorship of a program "adds definitely to its prestige" he stated. "It is hard, indeed, for us to see why Washington is inclined practically to write a program off, if it is sponsored," said the Mayor.

Basis Admitted

He admitted there is basis for some criticism of radio and called on broadcasters to "clean up our own house." Mayor Glade said the job can be done by cooperation between broadcasters, advertisers and agencies. He deplored the few instances which bring criticism on the entire radio industry but insisted that "programs which represent the finest culture in the world, the cleanest fun, authentic information, glorious music, authoritative comment; yes, programs conveying the latest news, stirring patriotism, delightful comedy, heart-warming drama, and children's features can be successfully presented in the finest American manner, under appropriate sponsorship."

"A bad advertising plug can spread itself over a lot of territory. So can a good one," he continued. "It is, however, unfortunate that the good things don't have the so-called news value of bad ones."

Mayor Glade commended the various radio councils throughout the country and "radio is missing the boat if it doesn't know what is transpiring in radio councils all over the land."

He found hope in radio's fighting mood since the Blue Book was issued, and declared if the industry "with its unlimited potentialities, will head its fighting forces in the right direction by pointing first toward searching self-discipline," and battle vigorously in self-defense, when necessary, "the radio millenium will then be here."

In the atomic age "we shall need . . . the most potent and efficient radio broadcasting system civilization has ever known," he concluded. "To achieve that end may our radio broadcasting leadership take inventory of itself most searchingly, and even though some necessary adjustments may involve major operation, have the courage to make them."

Justin Miller, NAB president, spoke briefly on the value of the Peabody awards, of which NAB has been a sponsor since their inception. He termed them "highly desirable recognition" which to some extent balances off some of the criticism which is more frequent than praise.

Other speakers were Mrs. Dorothy Lewis, NAB coordinator of listener activities, and Mark Ethridge, publisher of the *Louisville Courier-Journal & Times* (WHAS), who read a message from FCC Acting Chairman Charles R. Denny Jr.

Moo–t Question

DO COWS in Mississippi need different radio programs from those in the Middle West? Trying to prove that farm programs must be localized to serve special needs, Paul D. P. Spearman, counsel for the Regional Broadcasters Committee asked H. M. Beville, NBC research director, at the clear channel hearing Thursday to name one farm operation which would not require localized programs. "Raising cows," said Mr. Beville. Mr. Spearman wasn't stopped. "Isn't it true that cows in Mississippi get different feed from those in the North?" he asked. Mr. Beville guessed that was so. Later, Louis G. Caldwell, counsel for the Clear Channel Broadcast Service, came to the witness' rescue. "Do you know of any farm listener in Mississippi who lost a cow because of broadcasts from WMAQ?" he asked. "No," said Mr. Beville.

WDGY Names Avery

WDGY Minneapolis has appointed Lewis H. Avery Inc. as national representative effective June 1.

Warning Is Issued On Walkie-Talkies

FCC Declares Surplus Sets Not on Proper Band

ASSERTING that "tragic interference" to aviation, police, and military communications can result from unauthorized use of radio equipment, the FCC last week issued a warning against operation of walkie-talkies without first obtaining a license.

Pointing out that Army surplus two-day radio equipment is now being offered for sale in some stores throughout the country, the Commission said that use of such units will not be permitted until the Citizens Radiocommunication Service has been inaugurated. The 460-470 mc band has been reserved for the service but certain technical studies must be completed before rules can be formulated. The Commission will announce when the service is open to the public.

The Commission said that none of the surplus equipment which has come to its attention is built to operate in the band allocated for the service.

Unauthorized use of walkie-talkies is subject to a fine of $10,000 or imprisonment or both, the Commission said. It urged retailers planning to sell the equipment to attach warning tags explaining the penalties involved. Such tags may be obtained from the Secretary, FCC, Washington 25, D. C.

FCC's warning was issued after John Barron, consulting radio engineer, of Washington, pointed out that the sets, although tagged as RFC surplus, do not carry any label to show prospective purchasers that they are not built to operate in the band allocated for the service or that licenses must be secured for their operation. Regarding "tragic interference" which FCC said might result for other communications from unauthorized use of the equipment, Mr. Barron said it had been his impression that the military had been using it without any such harmful effects. He pointed out that the sets sell for approximately $100 a pair and that some authorities doubt whether they can be adjusted for operation in the 460-470 mc band, and suggested it might be wiser to permit operation in the bands on which they are set up.

Albert L. Grauer

ALBERT L. GRAUER, 60, copy supervisor, Ruthrauff & Ryan, New York, died April 22 of a heart attack at his home in Great Neck, L. I. Born in Baltimore, Mr. Grauer joined Ruthrauff & Ryan in 1922, leaving the agency for a period during which he was a copy director of H. W. Kastor & Sons, New York, and Steuerman Adv., New York. He returned to Ruthrauff & Ryan as copy supervisor in 1932. He is survived by his wife, Hattie, a daughter and a son.

THE VOICE OF MISSISSIPPI
WJDX
1,000 N
5,000 D
JACKSON
N. B. C.

"Chicken Feed"
is
$21,500,000
IN
MISSISSIPPI

Mississippi's poultry business comes to about $21,500,000 a year. Egg production last year amounted to the tidy total of $11,918,000 in cash receipts and 10,926,000 chickens were worth $10,108,000 in the henhouse besides enough turkeys and other poultry to raise the total another half million dollars. Wise advertisers will plan on hatching this market.

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers the growing Mississippi market.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS
WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WLAW

Serving INDUSTRIAL NEW ENGLAND

WLAW is the top buy in Industrial New England. Reaching nearly two million listeners in three states, WLAW serves a market spending $911,322,100 at retail, $325,017,100 for food and $88,531,800 for general merchandise. It's a market worth your attention!

(Sales Management estimates)

5000 WATTS 680 Kc.
Basic Station
American Broadcasting Co.

50,000 WATTS
. . . SOON!!

WLAW
LAWRENCE, MASSACHUSETTS

Nationally
Represented by
WEED & CO.

2nd District

(Continued from page 20)

broadcasters are worried, they can send a committee to ASCAP and settle the thing right now. He offered to make a contract for any period up to 1965.

Asked about television rights, Mr. Paine said the matter was unsettled as many ASCAP members also write plays and whether video rights will be those handled by ASCAP or not has not been determined. Mr. Kaye said BMI has video rights to nearly all of its music, when used as individual numbers.

Attending the NAB 2d District convention were:

E. L. Trudeau, WOKO; Joe Nolan, WABY; Fred L. Keesee, WMBO; E. R. Gamble, WBTA; Cecil Mastin, Ewing Hawkins, E. R. McClosky, Stanley Heslop, WNBF; C. R. Thompson, Frank Kelly, WBEN; Roy Albertson, WBNY; Cy King, H. W. Clothe, William Schweitzer, WEBR; John Bacon, WGR; Dale Robertson, WENT; Michael Hanna, Samuel Woodside, WHCU; Simon Goldman, A. E. Spokes, WJTN.

H. W. Cassill, WGNY, WKIP; R. Crans, R. Coon Jr., WKIP; A. H. Hayes, G. R. Swift, Jules Dundes, John Field Jr., Dinty Doyle, WABC; W. I. Moore, A. Solbrig, WBNX; W. Tilenius, James Gaines, Claude Barrere, WEAF; Willard Schroeder, WINS; J. H. McNeil, WJZ; T. C. Streibert, Eugene Thomas, Norman Livingston, E. Dannett, R. C. Maddux, Gene King, Don Hamilton, J. Coopersmith, WOR; John Hayes, WQXR; George Bissell, WMFF; Jack Lee, Jack Kennedy, WHAM; Gunnar O. Wiig, LeMoine Wheeler, WHEC; Leonard L. Asch, WBCA; Kolin Hager, B. J. Rowan, WGY.

G. Emerson Markham, WGFM; M. L. Swars, Noble & Swars; V. Liebler, Mr. Clarkson, Mr. Carlson, Columbia Recording Corp.; Everett Goodman, Harry Goodman Productions; Lewis Avery, Lewis Avery Inc.; M. J. Beck, Katz Agency; Michael M. Sillerman, Morton Adams, Calvin Fox, Keystone Broadcasting System; Joseph McGillvra, Joseph Hershey McGillvra Inc.; Charles Kleinman, Al Josephsen, H. Sadenwater, RCA; F. Gunther, Joseph Behr, Radio Engineering Labs.; Loren Watson, Lea Watson, Spot Sales Inc.; Joe Weed, Weed & Co.

L. F. Bockover, L. C. Tyack, J. H. Ganzenhuder, Western Electric Co.; Sydney Kaye, M. E. Tompkins, Roy Harlow, Bob Burton, Ralph Wentworth, BMI; Kurt Jadassohn, Victor Whitlock, SESAC Inc.; John G. Paine, J. M. Collins, Herman Greenburg, Richard Murray, ASCAP; A. F. Harrison, Bill Ewing, United Press; Oliver Gramling, Dave Williams, Mitchell Curtis, Thomas E. Cunningham, Associated Press; Ed Kaster, Aaron Bloom, Kasper-Gordon; Alex Sherwood, Standard Radio.

Cy Langlois, John Langlois, Pierre Weis, C. O. Langlois Jr., Muriel Farrel, Mae Paul, W. O'Keefe, Lang-Worth; Addison Armor, NBC Thesaurus; Lloyd J. Andres, Majestic Records; William Roux, NBC Spot Sales; George B. MacGlennon, WJZ; Ken Beghold, Walt Davison, Capitol Transcriptions; Miles Heberer, N. Y. State Radio Bureau; S. D. Gregory, Schenley Affiliates; Richard Grahl, Wm. Esty & Co.; Adam Young, Adam Young Inc.

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the

5,000 WATTS DAY AND NIGHT best job in Chattanooga

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

CPA Sends RMA Reply On Building Ban Protest

BROADCAST station construction projects will "receive every consideration" from Civilian Production Administration, the Radio Manufacturers' Assn. was informed last week by Hugh Porter, Deputy Director, Bureau of Construction.

CPA received a telegram from RMA April 12 and later sent a letter [BROADCASTING, April 15, 22] detailing its protest against the $1,000 limitation on radio station construction under the CPA order of March 26. The CPA reply to RMA observed that towers, transmitters and similar installations are not included in the limitation.

NAB brief filed April 16 with CPA has not been formally acknowledged. NAB asked raising of the $1,000 limitation to the $15,000 allowed industrial projects and proposed that projects exceeding $15,000 be passed on by the CPA Washington office instead of the 71 district branches.

Coast Packaging Firm Formed by Radio Group

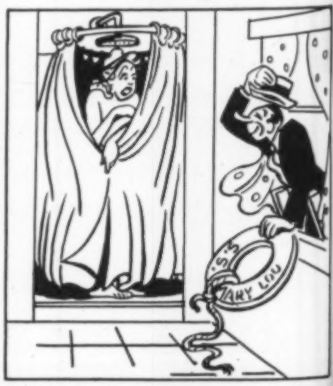
WITH EDWARD J. McELROY, head of McElroy Adv., Los Angeles, as president, Teleways Radio Production Inc., Hollywood packager of transcribed shows, has been organized and is located at 8905 Sunset Blvd. Telephone is CRestview 6-7328. Joseph A. Ricketts is executive vice president and production manager. Robert Falkenstein is vice president, with Mitchell A. Frug secretary-treasurer.

Charles A. Kennedy, former regional sales director of WLW Cincinnati, has been named sales manager of package transcription firm. Ken Krippene is writer-director, with Warren William director. Lloyd del Castillo has been made musical director. Firm has three transcribed shows in production. They include 30-minute *I Devise & Bequeath*, based on strange wills; *Dixie Doodle Boys*, quarter hour musical; and *Moon Dreams*, half hour poetry, song and music.

West Coast Awards

THANKING MUTUAL for its network contributions to success of Armed Forces Radio Service, Lewis Allen Weiss, MBS vice president and executive vice president and general manager of Don Lee, received special citation from Lieut. Col. Robert E. Kearney, AFRS Los Angeles commandant. Signed by Robert P. Patterson and James Forrestal, Secretary of Army and Navy, respectively, presentation is recognition for more than 1500 hours of entertainment for men in armed forces overseas.

FOR RADIO'S PART in Los Angeles County 1945 Christmas Seal campaign, these representatives have each received citations. Recipients (l to r): John T. Groen, vice president Musician's Mutual Protective Association, AFM Local 47; Robert O. Reynolds, Southern California Broadcaster's Assn., president and general manager of KMPC Hollywood; Claude McCue, executive secretary of Hollywood local, AFRA. Joining forces for current cancer prevention drive these three groups produced special transcriptions.



"May I listen to your radio a while, lady—I don't want to miss Terry and the Pirates on WFDF Flint."

Censorship Is Seen As Threat by Price

Calls Upon Newspaper Editors To Join Radio in Fight

BYRON PRICE, wartime Director of Censorship, sounded a warning against censorship as a threat to freedom of the press and called upon newspapers to join with radio and the movies against government encroachment upon freedom of speech. He addressed the closing session of the American Society of Newspaper Editors in Washington on April 20.

"I hope neither the press nor its younger colleagues in the field of public communication will ever forget the great lesson we have learned in wartime—that the method of self-discipline can be made more powerful for good than the method of dictation," said Mr. Price, now vice president of the Motion Picture Assn. of America.

'Special Meditation'

"This should be an hour of special meditation and new determination for the press, the radio and the motion picture," he said. "You see controversy over censorship now developing in the world of radio. You see a revival of agitation for a wider censorship of motion pictures. And you may not realize by what a narrow margin the press itself escaped in the recent war emergency from a pressure of compulsion from which you would not yet have recovered, and from which you perhaps would never fully recover.

Radio, the motion picture and press must stand together and fight for "decent and intelligent self-discipline," said Mr. Price. "I counsel all of you to beware of even a little censorship in peacetime. It is an alien and dangerous weed in the garden of our liberties."

Mr. Price was awarded an ASNE plaque for "faithfulness, justice and integrity" in conducting the Office of Censorship during the war.

An All-Time Favorite

EL RANCHO GRANDE

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National Assn. of Radio News Editors Formed With Hogan as Temporary Head

FORMATION of the National Assn. of Radio News Editors (NARNE) to safeguard freedom of the air and to work for improvement of newscasts, was announced last week by John F. Hogan, news editor of WCSH Portland, Me., temporary director.

More than 100 news editors from all parts of the country have approved the organization and offered to take part in its formation, according to Mr. Hogan. NARNE would be to radio what the American Society of Newspaper Editors is to the Fourth Estate.

A five-man executive committee to map overall plans for the organization was named Friday as follows: Mr. Hogan, chairman; Tom Eaton, WTIC Hartford; Sig Mickelson, WCCO Minneapolis; Al Gordon, KFWB Hollywood; Soren Munkhof, WOW Omaha. William Gold, news editor of WINX Washington, was appointed liaison in the nation's capital.

NARNE's sole purpose is the betterment of radio news broadcasting, said Mr. Hogan. It will not be concerned with unionizing or setting up any wage scales. The general aims are to further an exchange of ideas among radio newsmen, set standards for news gathering, editing and broadcasting.

A temporary advisory board headed by John Murphy, news editor of WCKY Cincinnati, is laying groundwork for a convention, when permanent officers will be elected. A tentative constitution and program are being drafted for submission to the formal organization.

It is expected that the national organization will set up some 15 regional directors to coordinate local and regional activities. Some sections already are reported forming state and regional associations for affiliation with the national association.

Inspired by Clinics

NARNE was inspired by the radio news clinics being conducted by the NAB under direction of Arthur Stringer, NAB director of promotion.

In 1938 the Association of Radio News Editors and Writers was organized, with Ken McClure, news editor of WOAI San Antonio, president. Other officers were Jack Harris of WSM Nashville, now lieutenant colonel on special assignment at the War Dept., Washington; Al Hollander, formerly of OWI; Earl Smith, KMBC Kansas City, and Foster May, WOW Omaha.

Mr. McClure wired Mr. Hogan a fortnight ago offering to coordinate ARNEW's activities with those of NARNE. Mr. McClure advised BROADCASTING last week, however, that a survey among the original ARNEW board members indicated that the ambitions of the organization are being satisfactorily carried out by the NAB news clinics, and "it would appear that the NAB clinic design is sufficient at the moment."

RCA Buys Plant

RCA VICTOR DIVISION of RCA has purchased from the Navy the electronic and television tube manufacturing plant at Lancaster, Pa., which it built and operated for the Navy during the war. Purchase price for the plant, which RCA describes as "the most modern of its kind in the world," was announced by Frank M. Folsom, RCA executive vice president, as $4,362,500. In addition company will invest another $2,000,000 to expand and further modernize plant's high-speed production equipment for making cathode-ray tubes. Plant contains 396,000 feet of floor space and stands on a tract of 99 acres. Present personnel totals about 1,000, 90% residents of Lancaster and vicinity.

Empire State Antenna

NBC last week began erection of its new television-FM antenna atop Empire State Bldg., New York; 61-foot structure has to be completely dismantled to permit passage through two-foot opening in roof of tower, reassembled on roof and attached to scaffolding until the reassembly is complete. Operation should be finished sometime this week, with WNBT, NBC video station, resuming service next week-end. WNBT has been off air since Feb. 28.

WNOX

*sells the rich
money spending
Knoxville and
East Tennessee
market . . .
day and night*

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your
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THE KNOXVILLE
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KNOXVILLE, TENN

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. . . nor too WIDE . . .
KTUL
COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA
Just Right!
• WRITE FOR INFORMATION
KTUL
CBS
John Esau
GENERAL MANAGER
5000 WATTS TULSA, OKLAHOMA
FREE AND PETERS, National Representatives

AP Votes

(*Continued from page 15*)

three days after the members had voted to admit radio to their ranks, AP indicated the future dissolution of the radio functions of Press Assn., the branch of AP which has catered to radio as a client.

"The relationship between radio and the Associated Press will be a direct one," the statement said, "rather than through Press Assn."

It was understood the radio department of Press Assn. would likely be absorbed into the AP, leaving Press Assn. functioning as a salvage operation, selling AP photos and features to clients outside the newspaper field.

The tentative transfer of radio matters from Press Assn. to the parent body, AP, is set for Jan. 1, 1947, the statement indicated. On that date associate memberships will probably become effective. AP's directors are scheduled to consider applications for associate memberships at their next meeting, in October. Meanwhile, it was said, Press Assn. will continue to handle AP's radio affairs.

Within three days after announcement of decision to admit radio, at least 25 stations had applied for associate memberships, one AP official reported. Applications for associate memberships should be addressed to Press Assn., AP announced.

As of last week, Press Assn. was serving 526 radio stations, the four major networks, and most regional networks with its radio wire.

When AP President Robert McLean, of the *Philadelphia Evening Bulletin* (WPEN), proposed the resolution to admit radio station owners to associate membership in AP, Warren Booth, president of the Booth Newspapers of Michigan, was quick to ask: "Why?"

Added Dignity

Mr. McLean explained that AP's board of directors felt that the admission of broadcasters to associate membership would "give added dignity to the relationship between the AP and radio station owners who are users of news."

The president pointed out that radio's financial contributions to Press Association were "a very important part of the total revenue of AP." Although he said he would not discuss AP's economics in detail at an open meeting, Mr. McLean disclosed that Press Association's income "exceeds the contribution to the AP general funds provided by two-thirds of the membership, if you take that two-thirds whose assessments are smallest."

Mr. Booth, however, found further objection to the inclusion of broadcasters in AP's associate membership. The AP's traditional policy of exchange of news *i.e.* the members' responsibility to provide the association with local news which they collect could hardly be applied to many radio stations which retain small, if any, local news-gathering staffs. "As far as radio is concerned," he said, "it's all one way."

Mr. McLean admitted this was true.

"What if a radio station chooses to abuse the (AP) report?" asked Mr. Booth. "Has the AP any recourse to prevent that?"

Mr. McLean assured Mr. Booth that contractual agreements would prohibit radio from "abusing the report," as they now prohibit abuses by newspaper members.

Mr. McLean finally put the question to a vocal vote of the membership. Although the "ayes" were obviously predominant, Mr. Booth requested, and was granted by the chair, a rising vote on the issue.

The question put this time, 173 members stood to "aye," only 14, including Mr. Booth, to "no."

After this, a unanimous "aye" vote was cast to admit "special classes of users of news" such as news magazines and newspapers of specialized circulation to associate membership in AP.

Directors Elected

During the Monday morning session of the AP membership, delegates cast their ballots for the election of six board members. All six of the directors whose terms expired this year were reelected. They were J. R. Knowland, *Oakland* (Cal.) *Tribune* (KLX); Paul Bellamy, *Cleveland Plain Dealer* (WHK); E. K. Gaylord, *Oklahoma City Oklahoman* (WKY, KLZ, KVOR); Arthur Hays Sulzberger, *New York Times* (WQXR); James E. Chappell, *Birmingham Age-Herald* (WSGN) and O. S. Warden, *Great Falls* (Mont.) *Tribune*.

At the conclusion of the AP membership meeting, Col. Robert R. McCormick, publisher of the *Chicago Tribune* (WGN) hastily called to order a meeting of his own.

Col. McCormick, who has long sought a publishers' movement to petition Congress for amendment of anti-trust laws, saw in the gathering of most of the nation's leading publishers in New York an opportunity to assemble support for his plan. To the publishers he urged adoption of a resolution calling on Congress to amend the laws so that press associations would be permitted to select their own members and clients, thus removing the possibility of "judicial intermeddling with our affairs."

"The purpose of the resolution," he explained, "is to seek redress of our grievances." His reference was to the anti-trust decision against AP.

After some discussion, 114 of the publishers present agreed to support the Colonel's resolution, and 30 refused.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • *National Representative*
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

KFWB M.C. CONTEST
Agency-Trade Group Vote On Jarvis Successor

CLOSED CIRCUIT style audition was used April 24 by KFWB Hollywood to present candidates to 200 Los Angeles agency and trade press representatives April 24 for their choice of a successor to Al Jarvis, record m.c., now with KLAC Hollywood.

Bill Anson, record m.c. of WBKB Chicago, as final winner of the national contest, was among group of seven finalists whose voices were carried by direct wire to the judging group at the Ambassador Hotel banquet arranged by Harry Maizlish, KFWB general manager. Contestants were not identified but city from which each spoke was named.

To take over 3½-hour record spot on KFWB, Mr. Anson will be introduced to West Coast listeners through extensive promotion campaign to include trade paper and newspaper ads, car cards, bill boards and other media.

Subscription Is Sought For Facsimile Service

RADIO INVENTIONS Inc., facsimile development laboratory headed by John V. L. Hogan, president of WQXR New York, is inviting newspapers and broadcasters to subscribe to Newspaper Publishers Facsimile Service and "to share, with other subscribers, the cost of developing the "Faximile" newspaper on an equitable, predetermined and limited basis." In exchange for an annual subscription price, ranging from $750 to $5,000 depending on circulation of the paper or hourly rate of the station, subscribers will receive weekly NPFS reports which "will answer the questions of the publishers and broadcasters and explore all possibilities right up to the production of a radio newspaper printing a standard size sheet in the home at the rate of one page per minute."

RI states that the funds, aside from the administrative costs, will be used "for investigation, engineering, construction and reporting on the problems involving research and development." Arrangement is similar to the "Broadcasters Faximile Analysis," group of some 20 broadcasters who have cooperated with RI since the fall of 1944 [BROADCASTING, April 22]. RI on Wednesday demonstrated its present facsimile service to publishers at the newspaper convention in New York last week.

Overseas Press Elects

W. W. CHAPLIN, NBC correspondent, has been reelected president of the Overseas Press Club. H. V. Kaltenborn and Lowell Thomas, both NBC commentators, were elected vice president and member of the board of governors, respectively.

To Duane Jones Staff

W. R. McALEVEY, in drug and grocery package goods advertising as a copywriter for 10 years, has joined the copy staff of Duane Jones Co., New York.

Cooper Answers Critics of AP Action

Says Exchange of News Factor in Denying Wire in U. S.

AN EXCHANGE of news policy with foreign governments was one of the principal reasons the Associated Press withdrew its service from the State Dept., Kent Cooper, executive director, explained to AP members last week. AP's motive, he said, had been misunderstood.

To the several hundred publishers assembled for AP's annual membership meeting at New York's Waldorf-Astoria last Monday, Mr. Cooper contradicted three statements which he said had been commonly made by critics of AP's action. He supplied additional reasons for the association's decision to deny the Government use of the report.

"I emphasize the words 'exchange of news'," said Mr. Cooper. "By experience the Associated Press has found that an exchange of news promotes efficiency. Incidentally, news exchange also advances international understanding and friendship. Sending news in one direction does not."

But exchange of news, said Mr. Cooper, is currently hamstrung by the high cost of communications between world capitals. He recalled his proposal of two years ago that flat one or two-cent per word rate for transmission between any two capitals be arranged by the various governments, since in most countries governments own the communications.

Contribution to Peace

"It would be a great contribution to the maintenance of world peace by all governments to put this proposal into effect," said Mr. Cooper. He asserted, however, that Government payment for the AP report would, in effect, constitute a subsidy. "The low estate to which such Government subsidies have brought both the newspapers and their employes in countries where the practice prevails would not encourage its adoption here. It constitutes a sure suppression of freedom," he declared.

To the contention that AP acted precipitously, he said AP made it plain when it donated its report to the Government that it would be "withdrawn at the conclusion of the war." The service was discontinued only after several discussions between Government representatives and AP officials, he added.

To the charge that AP serves other governments but not the U. S., the AP chief said his association does not furnish news to any government for propaganda purposes. For information only, it supplies news to various U. S. Government offices "but barely at or below cost of delivery," he said.

To a charge that AP furnishes news to broadcasting departments of other governments, but refuses service for broadcast by the U. S., Mr. Cooper said that AP, like UP, has an agreement for exchange of news with Tass, Russian news agency, but that Tass may not disseminate AP news outside of Russia. During the war AP also had an arrangement with the British Broadcasting Corp. but AP hopes to discontinue that agreement "as early as it can." In all other countries AP serves news to government broadcasters only for domestic airing, he said.

'Adventure in Altruism'

Mr. Cooper described AP's present policy of expanding its news coverage and news delivery in foreign lands, through its exchange of news system, as "an adventure in altruism." He said the criticisms "reveal the total lack of belief in the altruism back of what the Associated Press is trying to do. For 30 years I have been talking within the Associated Press of the desirability of the organization carrying its standards and its ideals of cooperation to establish news exchange directly with the press of the whole world."

Now that AP has embarked on an implementation of Mr. Cooper's plan, he said he hoped progress would not be interrupted. "It would, it seems to me, be a pity not to continue the experiment and without placing upon it the handicap the Government proposal would impose," said Mr. Cooper.

On Tuesday William B. Benton, Assistant Secretary of State in charge of Public Affairs, was closeted with the AP board for two hours while the question of supplying State Dept. with news wire service for broadcast was discussed. Neither Mr. Cooper nor Mr. Benton would comment, both dismissing queries with the remark that the meeting was "off-the-record."

Y & R Changes

IN REALIGNMENT of duty, A. S. Stronach, head of talent buying, and Lester Gottlieb, radio publicity manager, have been elevated to manager of program development department and supervisor of program development in charge of all creative work respectively of Young & Rubicam Inc. They will continue to be headquartered in New York. Elevations were announced by Thomas H. A. Lewis, agency vice president and director of radio in Hollywood. Harry Rauch, formerly assistant manager of radio publicity, succeeds Mr. Gottlieb as manager of that department. Milton Samuel continues as head of the agency's West Coast publicity operations. Mr. Gottlieb, in new capacity, will coordinate his activities with A. J. Scalpone, supervisor of program development in the agency's Hollywood office. Robert Hussey continues as head of talent buying on the West Coast.

N. M. Tax Appeal

THREE New Mexico stations have filed a petition with the U. S. District Court for the District of New Mexico for allowance of appeal to the U. S. Supreme Court on constitutionality of the New Mexico sales tax. The Federal court had ruled March 18 that it lacked jurisdiction to act in the case since there was a remedy in State courts. In a decision early this month the State First Judicial District Court held New Mexico stations must pay the 2% sales tax as of Oct. 1, 1945. The tax was adopted a decade ago but not applied to broadcasting until last autumn. NAB is acting in the litigation as a friend of the court.

Physicist Joins Zenith

DR. ALEXANDER ELLET, who as head of Division 4 of the National Defense Research Committee since 1940 had directed development of the V-T proximity fuse for bombs, rockets and trench mortars and other still secret scientific weapons, has joined Zenith Radio Corp. as director of research, it was announced by Commdr. E. F. McDonald Jr., Zenith president.

Craig Lawrence Parents Killed in Train Wreck

MATHEW L. LAWRENCE, 81, and Mrs. Lawrence, parents of Craig Lawrence, vice president of Cowles Broadcasting Co. and vice president of WHOM New York and WCOP Boston, were killed April 25 in the wreck of two Burlington trains at Naperville, Ill. Mr. and Mrs. Lawrence had been visiting their son in New York and were on their way back to their home in Escanaba, Mich.

Walgreen Prepares

AT REPORTED talent cost of $50,000, Walgreen Drug Co., Chicago, through its agency, Schwimmer & Scott, has recorded a 60-minute transcribed show in Hollywood for use during firm's 45th anniversary promotion campaign in June in cities where chain has stores. Talent includes: Bob Hope, Frank Morgan, Ginny Simms, Rochester, Dennis Day, Vera Vague, Andrews Sisters, Eddie Duchin, Harry Von Zell and Ray Noble's Orchestra. Ted MacMurry was producer, script written by Mannie Manheim and Charles Isaacs. Agency radio director, Cecil Widdifield, supervised cutting, with R. H. Riemenschneider, Walgreen promotion director, representing drug chain.

the Little station with a big Wallop

THE ONLY STATION WITH A CLEAR SIGNAL IN THOUSANDS OF IMPORTANT HOMES

WMAM

Marinette • Wisconsin

Geographic ground conditions make WMAM the BEST LISTENED TO station in a great market. Achievement results from a combination that "clicks." Here's ours—WMAM—570 ON THE DIAL—NBC! That middle link is important, for 570 on the dial is a time buyer's dream. It means virtual 5000 watt coverage at 250 watt rates. You can't cover Upper Michigan or Northeastern Wisconsin with any other one station. Get a whale of a lot for your money and buy the "little station with the big wallop." Write for details and Hooper survey.

WMAM blankets Northeastern Wisconsin and Upper Michigan. Secondary coverage includes Western Lower Michigan directly across the Lake.

570

BRANCH STUDIOS IN STURGEON BAY, WIS. • IRON MT., MICH.
JOSEPH MACKIN, MANAGER

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

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FRUIT BELT OF WESTERN
COLORADO FROM
GRAND JUNCTION
1000 W 920 KC.
MUTUAL NETWORK
REPRESENTED BY
HOMER GRIFFITH

Cincinnati
WSAI
A GOOD
NATIONAL
SPOT!
A Marshall Field Station
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NORTHWEST
means
KIRO
SEATTLE
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The Friendly Station
50,000 Watts
710 KC
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IT'S A HABIT!
FOR 20 YEARS, FARMERS IN KANSAS AND NEARBY STATES HAVE TURNED TO WIBW FOR DEPENDABLE SERVICE AND PREFERREN ENTERTAINMENT.
WIBW The Voice of Kansas in TOPEKA

Clear Channel

(*Continued from page 17*)

W. Allen, chairman of Committee I, Edgar F. Vandiveer, alternate chairman of Committee II, and H. Underwood Graham, representing Committees I, II, and III, gave testimony.

Mr. Graham reported on a recommended procedure for computing service and interference for use in connection with the issues in the clear channel hearings. He said the procedure was adopted after repeated conferences with industry members of the committee and was arrived at by balloting in the absence of engineering data. The procedure differs from the FCC Standards of Good Engineering Practice, he testified, in that it takes into consideration:

> Variation of atmospheric noise interference with time of day, with geographical location and with frequency of the station being interfered with.
>
> Variation, with geographical latitude, in nighttime skywave transmission, both for skywave service and for interference from skywaves.

In addition, he reported, the procedure defines "both for skywaves and for groundwaves three types of service for decreasing utility, based not on the absolute signal level, but on the signal level relative to interferences of various sorts." Three grades are used to show how radio service decreases as distance from station to listener is increased.

Spearman Attack

Paul D. P. Spearman, counsel for the Regional Broadcasters, attacked the procedure as lacking factual foundation and charged that the joint committee which drafted it was "stacked" in favor of the clears. He challenged a determination of the 1.5 mv/m contour as the required signal in rural areas to overcome man-made noise to obtain Type A service, defined as the highest quality reception. He claimed this standard was weighted by a desire to justify a need for higher power.

When Mr. Graham, at Mr. Spearman's request, read into the record the membership of the committee which adopted the procedure, Mr. Denny called on Mr. Adair for comment. The latter said he was satisfied the committee made a conscientious effort to arrive at sound conclusions. He pointed out that meetings were delayed in the hope more regional station representatives would participate and that the committee was hampered by lack of time.

When Mr. Caldwell expressed doubt that basic coverage maps can be completed in time to prepare exhibits to be submitted when the final hearings begin July 1, Mr. Denny called on the clear channel, regional, and network groups to allot engineers to the task. He said the Commission could not assign more of its engineers to the work without holding up processing of broadcast applications.

Belfry Relay

WSBA York, Pa., did things the Army way during coverage of the recent local Army Day parade. A portable FM transmitter mounted on a jeep was borrowed from Indiantown Gap Military Reservation and WSBA Program Director Otis Morse relayed accounts from the street to belfry of a downtown church where Announcer Harvey Buck added impressions from that vantage point. Army FM receivers had also been installed in belfry by WSBA and Army engineers and tied in with telephone line to station studios under direction of Woodrow G. Eberhart, the director of engineering for WSBA.

Tuesday Morning

Two specific recommendations were offered as immediate objectives by Mr. Woods, ABC president, at the Tuesday morning session: (1) Appraisal of the service of clear channel stations without delay; (2) provisions for higher power for I-A and I-B stations permitting improvement of program service to "underserved" areas without excessive duplication of service within the area.

Some parts of the U. S. are deprived of reliable service of any kind while other large rural areas are "blanketed at night with deep layers of overlapping signals which merely duplicate one another," he maintained, asserting that one program service (NBC) has as many as 12 signals carrying the same broadcast into one area and another (CBS) has up to 10. On the other hand, he said, although ABC covers metropolitan areas, half the U. S. land area has no secondary service from any ABC affiliate and two-thirds has only a single ABC secondary service. Of 48 stations capable of rendering skywave service at night, he said 21 are owned by or affiliated with NBC, 18 CBS, 4 ABC and 2 Mutual, and 3 are independent.

Under questioning by the Commission, he said he thought changes in network affiliations would help substantially to reduce overlapping and that, in the case of high-power stations, network affiliation should be considered in acting on renewals. He did not think it necessary, however, for affiliation changes to be made subject to FCC approval.

Long-range recommendations, made with an eye on FM as an ultimate successor to regional and local stations serving urban areas, included adoption of a Commission policy "looking toward the announcement of a date when the whole allocation structure of the industry will be revised." Such a revision, he explained, will involve "equitable allocation of FM frequencies and a re-allocation of part of the standard broadcast band so that all of the AM channels will be available for clear channel operation and for such regional broadcasting as the FCC may decide should be retained." But he urged that announcement of the revision date be withheld "until there is indisputable evidence that FM has achieved permanent acceptance by the listening public," possibly five or ten years hence, and that it be made when it will cause least inconvenience to listeners and licensees.

Mr. Woods referred to "the destruction of the skywave signal of ABC's key station WJZ" New York and said "our last remaining clear channel assignment," WENR-WLS Chicago, "will be deprived of part of its ability to serve rural areas" in Florida as a result of the NARBA Interim Agreement. Asked by Comr. Jett and Acting Chairman Denny whether WENR lost any coverage, Mr. Woods conceded he had no evidence of Florida listeners to WENR except himself.

Maps, showing comparative secondary service areas of affiliates of the major networks and of independent stations, were explained by Dr. Frank G. Kear of Washington, consulting engineer. In reply to questioning by Mr. Caldwell, he agreed that although 12 NBC signals may be heard in the Cleveland area, not all people in the area can hear all 12. He said he had made no studies which would indicate how many people actually are "subjected to duplication." Asked by Chairman Denny how much duplication is needed to insure a satisfactory signal at all times, he said the number might be "two or three" in some circumstances and "four or five" in others.

Tuesday Afternoon

Questioned further, Dr. Kear agreed that shifting of service from one clear channel station to another because of city noise interference would provide no solution if there were not sufficient services available.

He said he did not believe any areas west of Denver receive excessive duplication.

Asked if there is any other remedy than increase of power to assure reception to KFI Los Angeles in areas 150 miles away, he said that insofar as secondary coverage is concerned the areas receive reasonably good service from three stations. Increased power, he added, would not solve the reception problem in the "fading wall" area in southeast California.

He said the use of the 770 kc channel by KOB Albuquerque, N. M., causes interference in primary service area of WJZ New York. He added there would be noticeable Cuban interference from time to time in Chicago.

Under cross examination by Mr. Spearman, he agreed that because of time differences and sleeping habits of rural people stations in the Pacific would not suffer interference from duplicated stations on the East Coast, as far as secondary coverage is concerned. The same factors might apply to use of the same channel by KOB and WJZ, he conceded.

Edward F. Evans, ABC director of research, presented the results of a study showing the extent to which service areas of clear channel stations overlap and the extent to which this involves duplication of program service. Citing an analysis of network programs broadcast from 8-11 p.m. during the week of Dec. 15-21, 1945, he showed the 41 NBC commercial shows carried on clear channel stations having nighttime secondary service amounted to 20.75 hours out of a possible total of 21 hours. For CBS there were 45 shows broadcast, amounting to 19.75 program hours out of a possible 21 hours. For ABC, there were 30 shows carried amounting to 12 program hours out of a possible 21 hours. Mutual was not included because the network has only two clear channel affiliates providing secondary service, he said.

Duplication

Testifying on network duplication of programs, he asserted that eight clear channel stations which serve all or part of the WEAF New York nighttime secondary area simultaneously broadcast during the week studied all of the 20.75 program hours carried by WEAF. An additional four stations which cover part of the WEAF secondary area simultaneously broadcast 20.25 of the total of 20.75 hours, another carried 18.50 hours, and another 17.50 hours. Similar duplication by CBS clear channel stations was shown for the WABC New York secondary area.

Adrian Samish, ABC vice president in charge of programs, testified that the network devoted 1,142 hours or 19% of its schedule for 1945 to straight news programs, that a substantial portion of its public service programs are carried during preferred time, that 35.8% of its 1945 schedule was devoted to public sevice programming.

He listed among public service features *America's Town Meeting of the Air*, which, he said, will be carried indefinitely "whether sponsored or not," at the 8:30-9 p.m. period on Thursday. He added that ABC has taken the lead among networks in sale of time for discussion of controversial issues.

In conclusion, Mr. Samish said ABC has earmarked more than $1,000,000 for experimentation in the program field. It has banned daytime serials, he said, and is spearheading a drive to give women listeners other types of programs to hear.

Strotz Straight Man

TIME FOR COMEDY came for Sidney N. Strotz, NBC Western Division vice president, when on April 25 he joined forces with George Burns and Gracie Allen. To provide a target for Gracie Allen's wiles on a real vice president, Mr. Strotz submitted. Comedy aim was extension of the broadcast another half-hour on May 2 when Charles Boyer is guest star.

Wednesday Morning

Opening testimony Wednesday morning, Frank Stanton, CBS president, proposed that maximum nationwide coverage be obtained by FM networks supplemented by two 1,000,000 w stations providing skywave service at night and perhaps four 50-kw AM stations operating daytime, to provide coverage for areas not reached by FM outlets. He said each of the four present major networks and additional networks might have such a set-up of owned and affiliated stations, duplicating FM programs over AM outlets to permit maximum selectivity for listeners in all areas.

Mr. Stanton opposed a general reallocation of AM channels now as a threat to development of FM. He predicted that within three years, "if licensing policies do not change," 50% of metropolitan radio owners will have FM sets. He said the needs of under-served areas should be met "if it doesn't upset the FM applecart," and that he would not object to use of 500 or 1,000 kw stations to serve areas that could not be reached by FM.

He submitted a map showing a 200-station FM network project by CBS engineers to reach nearly 90% of the U. S. population. Nighttime coverage for the remaining 10% would be provided by the two proposed high-power AM stations.

Questioned by Mr. Spearman, he said it probably would be "something like 10 years" before an FM network of 100-200 stations plus two high-powered standard stations would be economically feasible. In the meantime, he suggested that "substantial coverage" is possible with smaller networks. A hundred FM stations, he said, could serve 74.1% of the national population excluding cities of 10,000 or more which receive a signal of less than 1,000 microvolts.

Mr. Stanton suggested that the Commission consider a "licensing policy for the future whereby a substantial number of profitable FM stations would be assigned to a single licensee on the condition that the licensee assume the responsibility for operating an unprofitable AM station for the service of remote areas." (The limit now is six per licensee.) "Such an AM station . . . would presumably carry only those programs of interest throughout the entire area and would be precluded, as a practical matter, from seeking income through local sponsorship."

He agreed that the million-watt stations probably could go into operation before the daytime AM outlets, suggesting that CBS might be able to "make some rearrangement," for example, to permit it to relinquish WTOP Washington's 1500 kc clear channel for one of the high-powered outlets. He agreed with Mr. Spearman that the best frequencies for the high-power outlets might be in the upper end of the band, but said he would defer to engineers' opinion for the final answer. The lower-power AM stations, he said, should operate in the lower frequencies.

When Mr. Stanton expressed hope that more channels would be added to FM, Chairman Denny said the Commission considers the FM band as finally settled between 88-108 mc, that manufacturers have been so notified, and that he did not want the industry further "unsettled" regarding FM allocations. This does not mean that there may not be changes five or ten years hence, he said, specifically mentioning CBS television plans. Later he amended his remarks by explaining that he was referring to general reviews of allocations from time to time and that he did not intend to link them with CBS developments. Mr. Stanton quipped that "I'd like the record to show that Columbia did not mention color television first in this proceeding."

Commissioner Durr asked whether development of FM would not be speeded by setting a deadline after which a licensee would not be permitted to operate both AM and FM stations in the same service area. Mr. Stanton said he thought it would, if the deadline were set far enough in the future.

Mr. Stanton referred to the Westinghouse "stratovision" plan

(*Continued on page 96*)

UN REPRESENTATIVES

KGW Cooperating in Finding Student Delegates

KGW Portland, in conjunction with the Portland League of Women Voters, will send two Northwest college students to the United Nations' conference. Announcement by H. Quenton Cox, general manager of KGW, stated that the students will present to the UN sessions the opinions of the Public Northwest Students Congress at Reed College, April 5-6, on the subject "Student's Place in the Atomic Age."

Students to make the expense-free trip will be chosen early next month from the 47,000 students in that area, based on the individuals' efforts in furthering the findings of the Congress on their own home campuses and the percentage of home campus students voting in the poll on the Congress' resolutions. One each will be chosen from schools over and under 1,000 students, respectively.

Judges will be Mr. Cox; Mrs. E. W. St. Pierre, president of the Portland League of Women Voters; and Ted Gamble, former national director of the war finance division, Treasury Dept.

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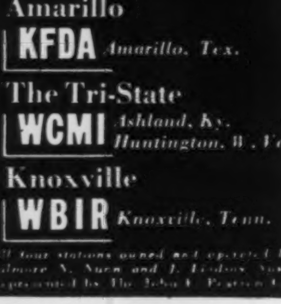
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Clear Channel

(*Continued from page 95*)

as another possible way of providing service to remote areas. A 20-plane stratovision network, he said, could serve approximately 63.9% of the land area of the U. S. and include 90% of the population.

Wednesday Afternoon

Citing surveys made by Elmo Roper as well as the Bureau of Agricultural Economics rural attitudes study, Elmo Wilson, CBS research director, testified that the farmer is "well satisfied" with the kinds of radio programs he receives. He said a Roper survey in rural areas, completed within the last month, showed that farmers rate the programs furnished them as "good" or "excellent."

Mr. Wilson said that the B. A. E. survey magnifies the importance of religious programs and market reports which were not rated so highly in the Roper study. However, he conceded that the results of polls depend on the approach and that in some types of questions researchers have not yet learned how to obtain accurate data.

He said that where the Roper and B. A. E. survey questions were identical the results were similar. When Mr. Denny observed that this would indicate the B. A. E. "did a good job," he replied he was not questioning the B. A. E. survey.

He cited Roper findings showing that only 6% of farm people sampled indicated a preference for farm programs after 6 p. m.

Comr. Durr brought out that the quality of program heard is an important factor in determining listener preference for type of program.

Technical testimony on the expectancy of error in sampling surveys was given by Raymond Franzen, statistical consultant for the Roper organization.

Howard S. Meighan, CBS director of station administration, outlined the network's public service activities with emphasis on programs made available by WBBM Chicago to other stations in the city for such occasions as National Brotherhood Week.

Questioned by Mr. Spearman, he said that CBS carries farm programs on WEEI Boston, regional outlet owned by the network. When Mr. Meighan testified that CBS maintains a special service in Washington which "tailors" farm news for the needs of its key stations, Mr. Spearman brought out that the network recognizes some differences among farm listeners in various areas.

Thursday

Although NBC was scheduled to present its case on Thursday, the network offered only one witness. Charles F. Detmar Jr., counsel, explained that the major issue in the proceeding would revolve largely on determination of engineering standards and he asked that further testimony be deferred until the sessions beginning July 1.

HAILED as one of the most effective pioneers "in our time," H. V. Kaltenborn, NBC commentator and dean of radio news analysts, was presented with the Bronze Plaque Achievement Award of the Advertising Club of New York by its president, Allan T. Preyer, last Wednesday. Mr. Kaltenborn was cited for "accuracy, reliability and clear insight" of his newscasts, which began April 4, 1922.

However, since Acting Chairman Denny had ruled that the July sessions would take testimony only on strictly technical matter now being prepared, Comr. Walker, presiding, asked that NBC present all other evidence before the current hearings are concluded. Mr. Detmar said he would make every effort to comply.

H. M. Beville Jr., NBC director of research, confining his testimony to the issue relating to program service to rural listeners, presented an analysis showing that more than 21% of the nation's farms lie within the 200-mile radius of the three Class I-A and two Class I-B stations owned by the network. He added that nearly 30% of the nation's rural population of 57,000,000 live within the 200-mile radius of NBC's clear channel stations.

Mr. Beville said that no other occupational group receives the programming attention of NBC as does the rural listener. He pointed out that the network has employed a fulltime agricultural director since its formation in 1926 when Frank Mullen, now vice president and general manager, held the position. He said fulltime farm directors are maintained by each NBC owned station.

A statement by the witness that "NBC was among the first to recognize the desirability of special farm programming" was questioned by Mr. Plotkin who asserted that FCC records showed WEAF New York did not carry agricultural programs until 1944. Mr. Beville commented that until 1942 the network had owned WJZ which had carried the *National Farm and Home Hour*, now back on WEAF.

Concluding his direct testimony, Mr. Beville said the B. A. E. findings show that on an overall basis NBC stations serve rural listeners with programs they need and want. "No substantial dissatisfaction either with what they are receiving, when they receive it or the amount of any particular kind of program is indicated in any of the surveys that have come to our attention," he declared.

Under questioning by Mr. Spearman, he agreed that many of the farm programs broadcast by NBC are carried on regional stations. He said he thought the network claims a 200-mile radius for WMAQ in soliciting advertising.

When the hearings resumed Friday morning, Acting Chairman Denny announced that remaining sessions will be conducted by Comr. Hyde. The Commission will not sit again *en banc* until the July hearings. Mr. Denny also reiterated that all testimony, except that which depends on engineering data not yet available, must be completed at the current sessions. The July hearings, he emphasized, will be confined to testimony based on engineering evidence.

J. M. Nalty director of extension service, U. of Minnesota, licensee of KUOM formerly WLB asked that daytime educational AM stations supported by taxpayers be permitted to expand their services. He said a noncommercial station operated by a large university cannot do a satisfactory job if it is restricted to daytime operation. The station, now operating with 5 kw power on 770 kc, is seeking increased power.

Dismissed Publication Requests

When he asserted that the station is preparing an application for 880 kc fulltime (clear channel used by WABC New York) Mr. Denny pointed out that the Commission has dismissed requests for duplication of clear channels pending outcome of the present proceedings.

W. I. Griffith, director of WOI Ames, Iowa educational daytime station on 640 kc operated by the Iowa State College of Agriculture and Mechanical Arts said the daytime restriction is "incongruous" as the station has the fewest hours when the college is in session and the greatest amount of program material is available.

R. B. Hull, WOI program director, testified that a survey made by the college established a definite need for evening farm programs. He cited data showing a 65% affirmative response to a question whether farmers would listen to an evening farm program.

He said the station had filed for 10 kw on 640 kc with 1 kw nighttime, using directional antenna to protect KFI Los Angeles but that the application was dismissed under Commission policy. He added that if duplication is authorized under proper engineering safeguards, "the probabilities are that the listener, in areas where he does experience interference in getting the program of the dominant stations, will be able to listen to the same program over a closer radio station of the same network operating on a different frequency."

He said the college has filed for noncommeriial FM and television stations.

Seven Standard Grants Are Made

Two for Puerto Rico Among New Commission Actions

GRANTS for seven new standard stations, including two for Puerto Rico, were announced by the FCC last Friday.

Jose Ramon Quinones, former assistant district attorney for San Juan, now president of Puerto Rico Farm Bureau, was authorized to build a San Juan station to operate on 680 kc fulltime with 10 kw power. He estimated installation costs at $49,300.

Second grant for Puerto Rico, which now has seven stations, went to Paradise Broadcasting Co. for a 250-w fulltime outlet on 1450 kc at Mayaguez. Paradise is a partnership composed of Jose M. Sepulveda, owner of Puerto Rico Radio & Electrical Works and chief engineer of WPAB Ponce, and Jose M. Rodriguez Quinones, a physician at Aricebo. Station's cost was estimated at $8,648.

Huntsville Times Co., headed by Henry P. Johnston, general manager of WSGN Birmingham, received a grant for a new station at Huntsville, Ala., to operate fulltime on 1490 kc with 250 w. *Huntsville Times* is a wholly owned subsidiary of Birmingham News Co., licensee of WSGN. Cost of station was estimated at $22,850.

CP Granted

Copper City Radio Co. was authorized to construct a new station at Butte, Mont., operating unlimited time on 1490 kc with 250 w. Frank Reardon, owner of a grocery store and engaged in the furniture business at Butte, is president and 55⅔% owner of Copper City. J. V. Nicholas, radio engineer of KGIR Butte, is vice president and owns 31⅓%. Station cost: $13,200.

WFCB Inc., 99% owned by Ford S. Campbell, was authorized to use 1490 kc with 250 w fulltime for a new station at Superior, Wis., where Mr. Campbell has banking, automobile, and oil distribution interests. Cost: $13,027.

Community Broadcasting Service Inc. received a grant for a new daytime station on 1360 kc with 1 kw at Vineland, N. J. Fifteen stockholders include President Joseph M. Bullock (24.5%), who is engaged in the automobile business at Vineland; A. Harry Zoog (20%), in the advertising business in Trenton and Philadelphia and formerly with WFPG Atlantic City and WTTM Trenton; John M. Whitman (20%), Washington engineer for CBS. Cost: $24,150.

Chesapeake Radio Corp. was granted use of 810 kc for a 250-w daytime station at Annapolis, Md., expected to cost $11,620. Robert L. Blalock, general contractor at Aquasco, Md., is president and owns 16⅔%; Doris B. Brown, his sister, an accountant at WAIR Winston-Salem, owns 33⅓%, and a similar interest is held by Harry E. Layman, a War Dept. engineer.

WKNE, WPRP Sale Approved; KAND Transfer Hearing Set

FCC APPROVAL of sales of WKNE Keene, N. H. for $85,000 before adjustments and of WPRP Ponce, P. R. for $30,000, and assignment of license of KSO Des Moines with no change in control of the station were announced by the Commission last Friday.

FCC designated for hearing the application for consent to assignment of license of KAND Corsicana, Tex. from Navarro Broadcasting Assn., to Alto Inc., owned by local businessmen and a group associated with KRLD Dallas and its present organization, Dallas Times Herald Publishing Co. Issues of the hearing were not announced. Comr. E. K. Jett voted for grant of the application. Navarro is equally owned by President J. C. West, who owns 10% of Alto, and Frederich Slausson.

Assignment of license of WPRP from Julio M. Conesa to Voice of Porto Rico Inc. gained approval in FCC's adoption of a decision giving finality to its proposed decision [BROADCASTING, Feb. 11], which simultaneously denied the application of Consolidated Broadcasting Corp. for WPRP's 1420 kc frequency in Ponce. Mr. Conesa will be a 25% stockholder of Voice of Porto Rico, with other 25% interests held by President Andres Grillasca, mayor of Ponce; Felipe Segarra, owner of a dry goods chain in Puerto Rico; and Francisco Susoni, San Juan attorney.

Basis of Decision

FCC said its decision was based on the fact that "Voice" is locally owned and Consolidated is not, and on a disposition against "latent possibilities" of concentration of control since Ralph Perez Perry, president and principal stockholder of Consolidated, is already associated with two of Puerto Rico's seven stations (WKVM Arecibo and WPRA Mayaguez). In oral argument [BROADCASTING, April 22], it was pointed out that Mr. Perry is withdrawing from one of the two stations.

The Commission's action was taken without prejudice to the filing of applications for regional operations by "Voice" and Consolidated. WPRP was continued on temporary license for 90 days pending completion of the assignment.

Wilder Deal

The WKNE sale by Harry C. Wilder and others to Joseph K. Close and associates involves $85,000 plus an agreed margin by which current assets exceed current liabilities at closing date [BROADCASTING, Jan. 28]. Mr. Close, of Toledo, has been engaged in advertising agency work for 10 years and formerly served with OWI in charge of radio operations in London during the war. Lyman Spitzer, Toledo; Abbott K. Spencer, New Canaan, Conn., and Robert T. Colwell, New Rochelle, N. Y. will pay approximately $5,000 each as minority stockholders with Mr. Close. WKNE operates on 1290 kc with 5 kw fulltime.

The KSO assignment transfers license from Kingsley H. Murphy to Murphy Broadcasting Co., a new firm in which Mr. Murphy owns all issued stock and plans to retain control. The station operates on 1460 kc with 5 kw unlimited time.

New Stations in Mexico Take Air; One Switches

MEXICO has given notification of several new stations and one frequency change under the North American Regional Broadcasting Agreement, as follows:

1400 kc—XETO Tampico, Tamaulipas, 250 w unlimited, starting June 6 (changed from 610 kc).

1490 kc—New station, Agua Prieta, Sonora, 250 w, unlimited, starting June 6.

1190 kc—XETZ Teziutlan, Puebla, 250 w night, 500 w day, unlimited, Class II, in operation. XETZ operating with 500 w day and night until WOWO Ft. Wayne commences operation with 50 kw.

1430 kc—XERN Nueva Rosita, Coahuila, 100 w, unlimited.

Following proposed stations deleted: 1300 kc, Hermosillo, Sonora; 1340 kc, Ciudad Juarez, Chihuahua; 1490 kc, Cananea, Sonora; 1060 kc. Culiacan, Sinaloa.

Petrillo Wants Students

JAMES CAESAR PETRILLO wants to organize high school students into bands throughout the country, according to E. H. Bowsher, superintendent of Toledo Public Schools. Mr. Bowsher said last week he had refused to give the AFM chief names of band-playing students who will graduate this year. Clarence R. Ball, Toledo public school music supervisor, charged that Mr. Petrillo threatened to have him fired for failing to "cooperate" in the union movement to organize school students. Last week's occurrence followed complaints by A. Jerd Bayless, music director, Lincoln High School Band, Canton, Ohio, that Mr. Petrillo's union threatened reprisals unless school bands stopped playing at school functions [BROADCASTING, March 18].

Program Debate

SYDNEY KAYE radio attorney, executive vice president of BMI, and Charles A. Siepmann consultant to the FCC and author of *Radio's Second Chance*, will debate the question "Would Government Supervision Improve Radio Programs?" on May 5 broadcast of CBS *People's Platform*.

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ACTIONS OF THE FCC

APRIL 19 to APRIL 25

APRIL 19

By ADMINISTRATIVE BOARD

KROP Brawley, Calif.—Granted modification of CP which authorized a new station, for changes in vertical antenna and transmitting equipment. Permittee is granted a waiver of Sec. 3.55(b) of the Commission's Rules and Regulations, conditions.

ACTION ON MOTIONS

James Valley Broadcast Co., Huron, S. D.—Granted petition insofar as it requests leave to amend its application for a new station, so as to specify the frequency 1340 instead of 1400 kc; change engineering data, etc. The amendment was accepted and the application removed from the hearing docket.

West Alabama Bcstg. Co., Tuscaloosa, Ala.—Granted petition requesting leave to amend application for CP so as to specify a new transmitter site, etc., and the amendment was accepted.

Alvin E. Nelson Inc., San Francisco, Calif.—Denied petition for leave to take depositions in re application for CP without prejudice to the right of petitioner to renew its request to take depositions at such time as the Commission reschedules this hearing.

Orange County Bcstg. Co., Santa Ana, Calif.—Granted petition to dismiss without prejudice its application for CP.

Midwest Bcstg. Co., Mt. Vernon, Ill.—Granted petition for leave to intervene in the consolidated hearing upon the applications Southern Ill. Bcstg. Co. for a new station at Centralia, Ill., and Hirsch Battery and Radio Co., Cape Girardeau, Mo.

Mid-America Bcstg. Corp., Louisvile, Ky.—Granted petition for leave to amend application for CP so as to show a change in certain officers and directors, etc., and the amendment was accepted.

Peoria Bcstg. Co., Peoria, Ill.—Granted petition to intervene in the hearing on application of San Jacinto Bcstg. Co., Houston, Tex.

Enterprise Publishing Co., Brockton, Mass.—Granted petition for leave to amend application for CP so as to specify the frequency 990 instead of 1110 kc; change paragraphs 16 and 19, etc. The amendment was accepted, and the Commission on its own motion removed application from hearing docket.

WADC Tallmadge, Ohio—Granted motion to amend application for CP so as to specify modified DA pattern, and the amendment was accepted.

Eugene Broadcasters Inc., Eugene, Ore.—Granted motion for leave to amend its application for CP so as to specify the frequency 1280 kc 1 kw with DA, unlimited time, instead of 790 kc 500 w night, 1 kw day, etc. The amendment was accepted and application removed from hearing docket.

Missionary Society of St. Paul The Apostle, New York—Denied petition requesting the Commission, on its own motion, to issue subpoenas for the attendance of certain witnesses at the hearing now scheduled for May 20.

WQXR New York—Granted petition requesting leave to intervene in the hearing on application for CP, scheduled for May 20, 1946, in re application of The Times Picayune Pub. Co., New Orleans, for a new station.

Mid-State Bcstg. Co., Peoria, Ill.—Granted petition for leave to amend its application for CP so as to specify frequency 1020 kc with 1 kw, daytime only, instead of 1560 kc, 1 kw, U; change paragraph 16, etc., the amendment was accepted and application removed from the hearing docket.

KROW Oakland, Calif.—Granted petition for leave to amend its application for CP so as to specify a new DA pattern, etc., and the amendment was accepted.

Andalusia Bcstg. Co., Andalusia, Ala.—Granted petition to dismiss without prejudice its application for CP.

Beaver County Bcstg. Corp., Beaver Falls, Pa.—Granted petition to dismiss without prejudice its application for a new FM station.

Hirsch Battery and Radio Co., Cape Girardeau, Mo.—Granted petition for continuance of hearing on application for CP and application of So. Ill. Bcstg. Co. Inc., Centralia, Ill., and continued hearing to June 3, 1946.

Texoma Bcstg. Co., Wichita Falls, Tex.—Granted petition for continuance of consolidated hearing on its application for CP and that of Wichita Bcstg. Co., Wichita Falls, Texas, and continued said hearing to June 3, 1946.

Lewis Windmuller, Allentown, Pa.—Granted motion to amend its application for CP so as to substitute the Allentown Bcstg. Corp. for Lewis Windmuller as applicant; change paragraphs, etc., and the amendment was accepted.

Mt. Vernon Radio & Television Co., Mt. Vernon, Ill.—Granted petition for leave to amend its application for CP so as to show the substitution of L. F. Tomlinson for Paul Rudiselich as stockholder, director and v.p. of applicant corporation; change paragraphs, etc., and the amendment was accepted.

WIBC Indianapolis, Ind.—Granted petition to amend its application for CP so as to specify modified DA pattern; revised engineering data, etc., and the amendment was accepted.

Roy Hofheinz and W. E. Hooper, a partnership, d/b as La. Bcstg. Co., New Orleans—Granted in part the request for leave to take depositions in re hearing now scheduled for Washington, D. C., to begin May 20, upon movant's application for CP in consolidation with application of Frank R. Gibson, Lake Charles, La., Times Picayune Pub., limiting depositions to 10 witnesses.

WADC Tallmadge, Ohio—Granted petition for leave to amend its application for CP so as to propose a directional antenna for station WGAR, operating on 1350 kc, at Cleveland; change paragraphs, etc., and the amendment was accepted.

WGAR Bcstg. Co., Cleveland—Granted petition requesting leave to amend application for FM station so as to supply engineering data and make minor changes, and the amendment was accepted.

United Bcstg. Co., Cleveland—Granted petition to dismiss without prejudice its application for a new commercial television station.

Knight Radio Corp., Akron—Granted petition to dismiss without prejudice application for new FM station.

The Akron Radio Corp., Akron—Granted motion to dismiss without prejudice its application for a new FM station.

APRIL 22

By Commissioner Wakefield

Southern Calif. Bcstg. Co., Pasadena, Calif.; Orange County Bcstg. Co., Santa Ana, Calif.—Ordered that the hearing on these applications now scheduled for April 18, be continued without date.

Central Kentucky Bcstg. Corp., Lexington, Ky.—Ordered that the hearing on this application now scheduled for April 24, be continued to May 23, at 10 a.m., at Lexington, Ky.

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted motion for leave to amend its application for a new FM station so as to show an increase in the number of authorized outstanding shares of stock; show the substitution of Alvanley Johnston for Paul C. Aiken as a director, etc., and the motion was accepted.

By Commissioner Walker

General Bcstg. Co., Independence, Mo.—Granted petition for leave to intervene in the consolidated hearing scheduled for April 19 on applications of KTOP Inc.; Emporia Bcstg. Co. Inc. and Collinson-Wingate Bcstg. Co. Exception to the ruling noted by counsel for KTOP Inc.; Emporia Bcstg. Co. Inc., and Collinson-Wingate Bcstg. Co.

APRIL 22

By Commission En Banc

Issued 38 conditional FM grants; 8 engineering approvals; four final grants; 10 designations for hearing. (List and story on page 50.)

APRIL 24

BY THE ADMINISTRATIVE BOARD

WNCA Asheville, N. C.—Granted modification of CP which authorized a new station, for change in type of transmitter, approval of antenna, and approval of transmitter and studio locations at between Asheville-Emma Highway and Southern Railway, Asheville, and Woodfin and North Market St., Asheville, respectively.

WMBC Macon, Miss.—Granted modification of CP which authorized a new station, for approval of transmitter location at near Macon, Miss., approval of studio location at Hotel Macon Bldg. N. Jefferson St., Macon, approval of antenna and change type of transmitter (Gates Radio Co. 250-C); permittee is granted a waiver of Sec. 3.55(b) of the Commission's Rules, conditions.

KNEI New Iberia, Ia.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter and studio locations at 1400′ inside city limits, West Main Street, N. E. side, New Iberia, and 101 St. Peter St., New Iberia, respectively. Permittee hereunder is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules, conditions.

WBT Charlotte, N. C.—Granted modification of CP, which authorized installation of a DA for night use, for extension of completion date from 5-4-46 to 11-4-46.

WSPA Spartanburg, S. C.—Granted modification of CP, which authorized changes in DA and increase in power, to extend completion date from 4-14-46 to 5-14-46.

KSLM Salem, Ore.—Granted license to cover CP which authorized installation of a new transmitter.

KWOR Worland, Wyo.—Granted license to cover CP which authorized a new station to operate on 1490 kc 250 w, unlimited time; also authority to determine operating power by direct measurement of antenna power. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

WTHT Hartford, Conn.—Granted license to cover CP which authorized change in transmitter and studio locations and installation of new vertical antenna. Also authority to determine operating power by direct measurement of antenna power.

KLCN Blytheville, Ark.—Granted license to cover CP which authorized installation of a new transmitter.

WMSL Decatur, Ala.—Granted license to cover CP which authorized change in transmitter location and changes in antenna; also authority to determine operating power by direct measurement of antenna power.

WOHS Shelby, N. C.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location on U. S. Highway 4, approx. 1.5 mi. west of center of Shelby, N. C., and to change studio location from 1 East Marion St., Shelby, to: On U. S. Highway 74, approx. 1.5 mi. west of center of Shelby, N. C. The permittee hereunder is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

WJOI Florence, Ala.—Granted modification of CP, which authorized a new station, for approval of transmitter location at near RR Bridge Crossing of Tennessee River, Florence, and approval of antenna. The permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

KSTP-FM St. Paul, Minn.—Granted special temporary authority to operate a Composite, 250-w transmitter on 102.1 mc with a single-layer turnstile antenna located on St. Paul Hotel, 363 St. Peter St., St. Paul, for a period of 90 days from date of grant in order to conduct an FM program service. (Applicant was given cond'l grant for a metro. possibly rural station on 10-19-45.)

Applications . . .

APRIL 22

AM—950 kc

Radio Americas Corp., Mayaguez, Puerto Rico—CP new station 950 kc 1 kw and unlimited hours—AMENDED: to change frequency from 950 to 1150 kc and make changes in vertical antenna.

AM—1050 kc

Key Broadcasting Corp., Baltimore—CP new station 1050 kc 1 kw and daytime hours.

AM—1340 kc

The Central Kentucky Bcstg. Co., Lexington, Ky.—CP new station 1340 kc 250 w and unlimited hours—AMENDED: re stockholders.

AM—1450 kc

Lake Erie Bcstg. Co., Sandusky, Ohio—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re stockholders and directors and to change type of transmitter.

FM—Unassigned

Northwestern Ohio Bcstg. Corp., Lima, Ohio—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,650 sq. mi.

Video—76-82 mc

United Detroit Theatres Corporation, Detroit, Mich.—CP new commercial television station to be operated on channel 4, 78-84 mc and ESR of 564—AMENDED: to change frequency from channel 4, 78-84 mc to channel 5, 76-82 mc, ESR from 564 to 738, type of aural and visual transmitters and make changes in antenna system.

AM—550 kc

Millard Eidson, Independent Executor of the Estate of Clarence Scharbauer, deceased, Midland, Tex.—CP change frequency from 1230 to 550 kc, increase power from 250 w day and night to 5 kw day and night, install new transmitter and directional antenna for day and night use, and change transmitter location—AMENDED: to change power from 5 kw day and night to 5 kw day, 1 kw night.

AM—1490 kc

Tri-Cities Bcstg. Co., Goose Creek, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1550 kc

Atlanta Radio Enterprises Inc., Atlanta, Ga.—CP new station 1550 kc 10 kw, directional antenna and unlimited hours—AMENDED: to change type of directional antenna.

AM—1450 kc

Downing Musgrove, Douglas, Ga.—CP new station 1450 kc 250 w and unlimited hours.

AM—1230 kc

WFOM Marietta, Ga.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter for approval of antenna and approval of transmitter and studio locations.

AM—730 kc

E. R. Ferguson & J. R. Pepper (Ltd.), d/b as Bluff City Bcstg. Co. Ltd., Memphis—CP new station 730 kc 250 w and daytime hours.

AM—1340 kc

WGRV Greenville, Tenn.—Modification of CP which authorized a new station to change type of transmitter for approval of antenna and approval of transmitter and studio locations.

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Hearings This Week

MONDAY, APRIL 29, Washington, D. C.
Further Hearing

The Constitution Publishing Co., Atlanta—CP new station 550 kc 5 kw, directional antenna night; **WJIM Lansing, Mich.**—CP 550 kc 1 kw, directional antenna; **Montana Bcstg. & Television Co., Butte**—CP new station 550 kc 1 kw; **KSD St. Louis**—CP 550 kc 5 kw, directional antenna night; **KTSA San Antonio, Tex.**—CP 550 kc 5 kw, directional antenna night; **Public Service Bcstg. Corp., Knoxville, Tenn.**—CP new station 550 kc 1 kw, directional antenna; **WGR Buffalo**—CP 550 kc 5 kw, directional antenna night; **KCRS Midland, Tex.**—CP 550 kc 5 kw, directional antenna; **WKRC Cincinnati**—CP 550 kc 5 kw, directional antenna; **Atlantic Radio Corp., Boston**—CP new station 550 kc 5 kw; **WDEV Waterbury, Vt.**—CP 550 kc 1 kw, directional antenna; **KOAC Corvallis, Ore.**—Modification of license to 550 kc 5 kw, directional antenna.

WNBH, KFYR, KOY—Intervenors.

MONDAY, APRIL 29, Washington, D. C.

Syndicate Theatres Inc., Columbus, Ind.—CP new station 1130 kc 500 w daytime; **Universal Bcstg. Co. Inc., Indianapolis**—CP new station 1130 kc 10 kw, directional antenna.

KWKH—Intervenor.

MONDAY, APRIL 29, Washington, D. C.

Norfolk Bcstg. Corp., Norfolk—CP new station 1220 kc 250 w daytime; **Tidewater Bcstg. Corp., Norfolk**—CP new station 1230 kc 100 w.

MONDAY, APRIL 29, Washington, D. C.
Consolidated Hearing

Radio Wisconsin Inc., Madison—CP new station 1480 kc 1 kw, directional antenna night; **WHBC Canton, Ohio**—CP 1480 kc 5 kw, directional antenna night.

WEDNESDAY, MAY 1, Washington, D. C.

Texoma Bcstg. Co., Wichita Falls, Tex.—CP new station 970 kc 1 kw daytime; **Wichtex Bcstg. Co., Wichita Falls, Tex.**—CP new station 990 kc 1 kw daytime.

WEDNESDAY, MAY 1, Elmira, N. Y.

James Robert Meachem, Elmira, N. Y.—CP new station 1450 kc 250 w unlimited; **Empire Newspapers-Radio Inc., Endicott, N. Y.**— CP new station 1450 kc 250 w.

WEDNESDAY, MAY 1, Washington, D. C.

Skyland Bcstg. Corp., Dayton—CP new station 980 kc 5 kw; **Ohio-Michigan Bcstg. Corp., Toledo**—CP new station 980 kc 5 kw; **WTOL Toledo**—CP 980 kc 5 kw, directional antenna night.

FRIDAY, MAY 3, Washington, D. C.

WAKR Akron, Ohio—CP 1590 kc 5 kw, directional antenna.

FRIDAY, MAY 3, Washington, D. C.
Further Consolidated Hearing

WTNJ Trenton; WCAM Camden; WCAP Asbury Park, N. J.—All for modification of license and license renewal.

Mack Radio Sales Co.—Intervenor.

AM—1450 kc

Tallahassee Appliance Corp., Tallahassee, Fla.—CP new station 1450 kc 250 w and unlimited hours.

AM—1060 kc

WNOE New Orleans—CP change from 1450 to 1060 kc, increase power from 250 w to 50 kw, install new transmitter and directional antenna for day and night use, move transmitter—AMENDED: to change power from 50 kw day and night to 50 kw day and 25 kw night, to change type of transmitter and make change in directional antenna, and change transmitter location.

Video—60-66 mc

Radio Station WOW Inc., Omaha, Neb.—CP new commercial television station to be operated on channel 3, 60-66 mc, ESR of 1500—AMENDED: to make changes in antenna system.

Educational AM

KSUI Iowa City, Iowa—Modification CP as modified, which authorized a new non-commercial educational broadcast station for extension of completion date.

AM—1400 kc

News-Press Publishing Co., Santa Maria, Calif.—CP new station 1400 kc 250 w and unlimited hours.

AM—640 kc

KFI Los Angeles, Calif.—CP install new vertical antenna.

AM—1470 kc

Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, Fresno, Calif.—CP new station 1470 kc 1 kw and unlimited hours.

Educational FM

College of the Pacific, Stockton, Calif.—CP new non-commercial educational station to be operated on any available frequency and FM type of emission. Power of 1 kw—AMENDED: re-transmitter site.

FM—99.7 mc

C. H. Fisher & B. N. Phillips, a copartnership d/b as Valley Bcstg. Co., Eugene, Ore.—CP new FM (metropolitan-rural) broadcast station to be operated on channel 259, 99.7 mc and coverage of 8,000 sq. mi.

Applications Tendered for Filing:

AM—850 kc

Champlain Valley Bcstg. Corp., Albany, N. Y.—CP new station 850 kc 10 kw, directional antenna and unlimited hours.

AM—1230 kc

Parkersburg Bcstg. Co., Parkersburg, W. Va.—CP new station 1230 kc 250 w and unlimited hours.

AM—690 kc

KGKB Tyler, Tex.—CP to change frequency from 1490 to 690 kc 250 w to 1 kw night and 5 kw day, install directional antenna for day and night use, new transmitter and change transmitter location.

APRIL 23

AM—1150 kc

WCOP Boston, Mass.—Modification of CP which authorized increase in power, changes in transmitting equipment, installation of new directional antenna for day and night use, and change in transmitter location for installation of new transmitter.

FM—97.3 mc

WEAF-FM New York—CP to specify frequency of channel 247, 97.3 mc, coverage as 11,640 sq. mi., install new transmitter and make changes in antenna system.

FM—Unassigned

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC in 100 mc band and coverage of 11,380 sq. mi.

AM—1040 kc

Mid-America Bcstg. Corp., Louisville, Ky.—CP new station 1040 kc 1 kw night and 5 kw day, directional antenna and unlimited hours of operation—AMENDED: re corporate structure.

AM—1340 kc

Midwestern Bcstg. Co., Petoskey, Mich.—CP new station 1340 kc 250 w and unlimited hours.

AM—1450 kc

Midwestern Bcstg. Co., Alpena, Mich.—CP new station 1450 kc 250 w and unlimited hours.

AM—1340 kc

Glacus G. Merrill and Andrew H. Kovlan, a partnership, d/b as Mountain State Bcstg. Co.—CP new station 1340 kc 250 w and unlimited hours.

AM—1230 kc

Lewis Windmuller, Allentown, Pa.—CP new station 1230 kc 250 w and unlimited hours—AMENDED: to change name of applicant from Lewis Windmuller to Allentown Bcstg. Corp.

AM—1230 kc

WJAS Pittsburgh—CP install FM antenna on top of west tower of directional antenna.

FM—91.7 mc

The Trustees of the University of Pennsylvania, Philadelphia—CP new non-commercial educational station to be operated on 42.9 mc, 10 kw and special for FM emission—AMENDED: to change frequency from 42.9 to 91.7 mc to change type of transmitter and to make changes in antenna system.

AM—1220 kc

WADC Tallmadge, Ohio—CP change 1350 to 1220 kc, increase power from 5 kw to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location—AMENDED: to make changes in directional antenna and change studio location.

FM—Unassigned

The WGAR Bcstg. Co., Cleveland, Ohio—CP new high frequency FM station to be operated on 45.5 mc and coverage 8,500 sq. mi.—AMENDED: to specify type of transmitter, population of 3,048,746 and change frequency from 45.5 mc to channel 230, 93.9 mc or channel 222, 92.3 mc, coverage from 8,500 to 13,454 sq. mi., change in officers, directors and stockholders and changes in antenna system.

FM—Unassigned

Cleveland Bcstg. Inc., Cleveland—CP new metropolitan FM station to be operated on frequency not specified and coverage of 7,730 sq. mi.—AMENDED: to change corporate structure.

AM—550 kc

Public Service Bcstg. Corp., Knoxville, Tenn.—CP new station 550 kc 1 kw, directional antenna and unlimited hours—AMENDED: to change hours of operation from unlimited time to daytime only.

AM—1450 kc

West Alabama Bcstg. Co., a partnership composed of Frank W. Bruce and John E. Reynolds Sr., Tuscaloosa, Ala.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: to change transmitter location.

AM—1230 kc

WMFR High Point, N. C.—CP to install a new transmitter.

AM—990 kc

Public Radio Corp., Tulsa, Okla.—CP new station 990 kc 250 w and daytime hours.

AM—1140 kc

WSIV Pekin, Ill.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—940 kc

Mt. Vernon Radio and Television Co., Mt. Vernon, Ill.—CP new station 940 kc 1 kw and daytime hours—AMENDED: re directors, officers and stockholders.

AM—1560 kc

Mid-State Bcstg. Co., Peoria, Ill.—CP new station 1560 kc 1 kw and unlimited hours—AMENDED: to change frequency from 1560 to 1020 kc, power from 1 kw day and night to 1 kw day and change hours of operation from unlimited time to daytime only.

FM—Unassigned

Natban Schwartz, Chicago, Ill.—CP for a new metropolitan FM station to be operated on frequency to be assigned in 88 or 108 mc band and coverage of 7,150 sq. mi.

AM—1400 kc

James Valley Broadcast Co., Huron, S. D.—CP new station 1400 kc 250 w and unlimited hours—AMENDED: to change frequency from 1400 to 1340 kc.

AM—1070 kc

WIBC Indianapolis—CP increase from 5 kw to 50 kw, install new transmitter, make changes in directional antenna for day and night use and change transmitter location—AMENDED: to make changes in directional antenna.

AM—960 kc

KROW Oakland, Calif.—CP increase from 1 kw to 5 kw, install new transmitter and directional antenna for night use, and change transmitter location—AMENDED: to change type of directional antenna for day and night use.

AM—590 kc

KFXM San Bernardino, Calif.—CP to change from 1240 to 590 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to make changes in directional antenna for day and night use and change transmitter location.

AM—1280 kc

Eugene Broadcasters Inc., Eugene, Ore.—CP new station 790 kc 500 w night, 1 kw day, and unlimited hours of operation—AMENDED: to change frequency from 790 to 1280 kc, increase power from 1 kw day and 500 w night to 1 kw day and night, and install directional antenna for day and night.

FM—100.1 mc

Violet G. Hill Motter, and Violet G. Hill Motter, Administratrix of the Estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station, Eugene, Ore.—CP new metropolitan FM station to be operated on channel 261, 100.1 mc and 698 sq. mi.

Applications Dismissed:

FM—42.9 mc

Stephens College, Columbia, Mo.—CP new non-commercial educational station to be operated on 42.1 to 42.9 mc (or any other FM frequency), emission of A-3 (FM) and power of 1 kw. (Request of applicant.)

Application Tendered for Filing:

AM—1400 kc

Great Falls Bcstg. Co., Great Falls, Mont.—CP new station 1400 kc 250 w and unlimited hours.

(*Continued on page 100*)

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FCC Actions

(Continued from page 99)

APRIL 23

AM—1240 kc

WCNH Manchester, N. H.—Modification of CP which authorized a new standard broadcast station for approval to move transmitter and studio locations—AMENDED: to change frequency from 1490 to 1240 kc.

AM—970 kc

WCSH Portland, Me.—CP install auxiliary transmitter to be operated on 970 kc 100 w, employing non-directional antenna.

AM—1230 kc

Sidney Slon, Lawrence Slon and Stephen Velardi, a partnership, d/b as Bangor Bcstg. Service, Bangor, Me.—CP new station 1230 kc 250 w and unlimited hours.

AM—990 kc

Enterprise Publishing Co., Brockton, Mass.—CP new station 1110 kc 250 w and daytime hours—AMENDED: to change frequency from 1110 to 990 kc.

AM—620 kc

WHJB Greensburg, Pa.—CP increase from 250 w to 1 kw, change hours of operation from daytime only to unlimited time, install new transmitter and directional antenna for day and night use, and change transmitter location.

AM—1480 kc

KTBS Shreveport, La.—CP increase from 1 kw to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location.

AM—1230 kc

Kelly Bell, Nacogdoches, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1340 kc

WHHM Memphis—Modification of CP which authorized a new standard broadcast station to change type of transmitter for approval of antenna and approval of transmitter location.

AM—1450 kc

WCBS Springfield, Ill.—CP to install new transmitter.

AM—1230 kc

KSWM Joplin, Mo.—Modification of CP which authorized a new standard broadcast station to make changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations.

AM—830 kc

Orange County Bcstg. Co., a partnership composed of Carrol R. Hauser, Herbert R. Land and Oscar Kelly, Santa Ana, Calif.—CP new station 830 kc 5 kw and daytime hours.

AM—1270 kc

Radio Television Corp., Medford, Ore.—CP new station 1270 kc 5 kw, directional antenna, night and unlimited hours.

Application Returned:

AM—1240 kc

Carroll R. Hauser, Eureka, Calif.—CP new station 1240 kc 250 w and unlimited hours.

Applications Tendered for Filing:

AM—910 kc

WQAN Scranton, Pa.—Consent to assignment of license of **WQAN** from The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett Jr. to The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett Jr.

AM—1600 kc

Sabine Area Bcstg. Corp., Orange, Tex.—CP new station 1600 kc 1 kw, directional antenna-night and unlimited hours.

AM—1240 kc

David C. Jones Jr., d/b as Bryan Bcstg. Co., Bryan, Tex.—CP new station 1240 kc 250 w and unlimited hours.

AM—1190 kc

Santa Monica Bcstg. Co., Santa Monica, Calif.—CP new station 1190 kc 1 kw and daytime hours.

AM—1190 kc

Robert Burdette, San Fernando, Calif.—CP new station 1190 kc 1 kw and daytime hours.

APRIL 24

AM—1190 kc

Annapolis Bcstg. Corp., Annapolis, Md.—CP new station 1190 kc 1 kw and daytime hours.

FM—Unassigned

The Tri-State Bcstg. Co., Cumberland, Md.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 16,600 sq. mi.

AM—1590 kc

Commonwealth Bcstg. Corp., Portsmouth, Va.—CP new station 1590 kc 1 kw and daytime hours.

AM—1310 kc

Northern Allegheny Bcstg. Co., Warren, Pa.—CP new station 1310 kc 1 kw and daytime hours.

AM—1450 kc

KXLR Little Rock, Ark.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine power by direct measurement of antenna power.

AM—1230 kc

Panhandle Bcstg. Corp., Amarillo, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1460 kc

WELO Tupelo, Miss.—CP change from 1490 to 1460 kc, increase power from 250 w day and night to 1 kw day and 500 w night, install new transmitter and make changes in vertical antenna.

AM—1190 kc

James E. Murray, Hutchinson, Kan.—CP new station 1190 kc 1 kw and daytime hours.

AM—1340 kc

Big Sioux Bcstg. Co., Sioux Falls, S. D.—CP new station 1340 kc 250 w and unlimited hours.

AM—1280 kc

The Traveler Publishing Co., Arkansas City, Kan.—CP new station 1280 kc 1 kw and daytime hours.

AM—1400 kc

Milburn H. Stuckwish, Charles F. Bruce and F. M. Lindsay Jr., d/b as a partnership, Centralia, Ill.—CP new station 1400 kc 250 w and unlimited hours.

Application Received:

FM—98.5 mc

WWZR Chicago—CP to specify frequency of channel 254, 98.5 mc, change coverage from 10,800 sq. mi. to 9,400 sq. mi., make changes in transmitting equipment and install new antenna and specify class of station as metropolitan.

Application Dismissed:

Video—66-72 mc

Capitol Bcstg. Corp., Indianapolis, Ind.—CP new commercial television station to be operated on channel 3, 66-72 mc, and ESR of 1520. (Request of attorney.)

Petition for Reinstatement and Amendment:

AM—830 kc

C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Bcstg. Service, Mobile, Ala.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 830 kc, change power from 250 w to 1 kw, change hours of operation from unlimited time to daytime, change type of transmitter and make changes in vertical antenna.

Applications Tendered for Filing:

AM—900 kc

Radio Kentucky Inc., Louisville, Ky.—CP new station 900 kc 1 kw and daytime hours.

AM—1400 kc

Grenada Bcstg. Co., Grenada, Miss.—CP new station 1400 kc 250 w and unlimited hours.

AM—1490 kc

Raymond V. Eppel and Jas. P. Ryan, d/b as Mitchell Bcstg. Assn., Mitchell, S. D.—CP new station 1490 kc 250 w and unlimited hours.

AM—1200 kc

John Dawes Ames, Robert Francis Hurleigh and Nevin Paul Neilson, a partnership d/b as Lake Shore Bcstg. Co., Evanston, Ill.—CP new station 1200 kc 5 kw and daytime hours.

AM—1560 kc

KPMC Bakersfield, Calif.—CP increase from 1 kw to 10 kw, install new transmitter and change transmitter location, and make changes in antenna system.

APRIL 25

AM—680 kc

WCBM Baltimore—CP change frequency from 1400 to 1420 kc, increase from 250 w to 5 kw and install new transmitter and directional antenna for day and night use—AMENDED: to change frequency from 1420 to 680 kc, increase power from 5 kw day and night to 10 kw day and 5 kw night, install new type transmitter and new directional antenna for day and night use and change transmitter location.

AM—1450 kc

WLEE Richmond, Va.—CP to make changes in vertical antenna and mount FM antenna on top.

AM—1490 kc

WARD Johnstown, Pa.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and approval of transmitter and studio location—AMENDED: re ground system.

AM—1020 kc

Fred Jones and Mary Eddy Jones, d/b as Fred Jones Bcstg. Co., Tulsa, Okla.—CP new station 1030 kc 50 kw, directional antenna height and unlimited hours—AMENDED: to change frequency from 1030 to 1020 kc, change power from 50 kw to 10 kw and change type of transmitter.

Electronics Made Part Of Development Center

PLANS for the construction of an Air Engineering Development Center were announced last week by Maj. Gen. Curtis LeMay, deputy chief of Air Staff for Research and Development. Included in the plans are facilities for electronics and wave phenomena research. This will include equipment for testing and developing radio control, telemetering, navigation, radar, loran, television and homing devices. Laboratories to be established will be equipped with standard electrical, mechanical and optical test instruments with a radio phenomena range provided for tests on transmission, reception, atmospheric disturbances and other characteristics.

General LeMay recommended that the results of the Center's research be made available to commercial interests as well as to the military. The General suggested that action be taken to (1) select the site, (2) to secure funds approximating 300 million dollars for acquisition of the site and initial construction, and (3) to continue advanced studies for the remaining facilities which will be required over a period of the next ten years.

AM—1070 kc

KHMO Hannibal, Mo.—CP change from 1340 to 1070 kc, increase power from 250 w day and night to 5 kw day and 1 kw night, install new transmitter and directional antenna for night use, and change transmitter location—AMENDED: to install directional antenna for day and night use.

AM—1070 kc

Monona Bcstg. Co., Madison, Wis.—CP new station 1070 kc 10 kw, directional antenna night and unlimited hours—AMENDED: to change proposed type of transmitter and directional antenna for day and night use.

AM—1030 kc

Marion Radio Corp., Marion, Ind.—CP new station 1030 kc 1 kw and daytime hours—AMENDED: to specify type of vertical antenna and to change transmitter location.

AM—1590 kc

Gila Bcstg. Co., Coolidge, Ariz.—CP new station 1590 kc 1 kw and unlimited hours—AMENDED: to change frequency from 1590 to 1470 kc and make changes in vertical antenna.

Applications Dismissed:

Video—78-84 mc

United Bcstg. Co., Columbus, Ohio—CP new commercial television station to be operated on channel 4, 78-84 mc, ESR of 1030 and power of vis: 4 kw (peak) and aur: 2 kw. (Request of attorney.)

Video—84-90 mc

United Bcstg. Co., Akron, Ohio—CP new commercial television station to be operated on channel 5, 84-90 mc, ESR of 970 and power of vis: 4 kw (peak) and aur: 2 kw. (Request of the attorney.)

FM—43.9 mc

Midland Bcstg. Co., Kansas City, Mo.—CP new high frequency FM station to be operated on 43.9 mc and coverage to be determined. (Request of attorney.)

AM—1450 kc

J. Herbert Hollister, Ft. Collins, Colo.—CP new station 1450 kc 250 w and unlimited hours. (Request of attorney.)

Applications Tendered for Filing:

AM—1230 kc

The Gardner Bcstg. Co., Gardner, Mass.—CP new station 1230 kc 250 w and unlimited hours.

AM—1300 kc

Worth H. Kramer, Robert E. Wasdon & Jack J. Siegel, a partnership d/b as Florida West Coast Bcstg. Co., Tampa, Fla.—CP new station 1300 kc 1 kw and daytime hours.

ABC

(*Continued from page* 15)

network, he had reported that half of the $8,000,000 purchase price had been borrowed from a syndicate of New York banks. The loan was for four years at an interest rate of 2 percent per annum [BROADCASTING, Jan. 3, 1944].

Part of the capital raised from the proposed sale of ABC stock will be used, said Mr. Kintner, to retire the bank loans before their dates of maturity. The original $4,000,000 loan has been reduced already, said Mr. Kintner. He did not specify by what amount.

Although the proposed issue will be offered to the general public, through Dillon, Read, and a group of investment bankers, an allotment of the stock will be reserved for purchase by ABC's affiliated stations, it was announced.

Keeping Promise

This provision was in keeping with a promise made by Mr. Noble to affiliates, owners in November 1943 [BROADCASTING, Nov. 22, 1943] at a meeting in Chicago. At that time, Mr. Noble said he "would like to see affiliates and management holding stock" in the company.

Since that time, several top members of ABC's management have acquired minor holdings. Chief stockholder is Mr. Noble, who is said to have retained approximately 75% of the ownership. Mark Woods, president of ABC, Justin Dart, member of the board of directors, and Mr. Kintner own the next largest blocks of stock. A small number of shares are held by each of 14 other executives of the company.

Mr. Noble announced that "none of the holdings of the present stockholders will be included" in the offering of the new issue.

The new offer, said Mr. Noble, is possible because "the progress which the American Broadcasting Co. has made over the past three years justifies a broader public participation in its ownership."

He pointed out that in 1943 ABC had 168 affiliates, managed and owned three stations—WJZ KGO and WENR. Its gross billings in the calendar year 1942, said he, were approximately $14,000,000. In 1945, ABC's gross billings rose to $40,000,000, and look even more promising for 1946. Billings amounted to $10,600,000 in the first quarter of this year, he said. ABC has also acquired one other station, KECA, and now serves 204 stations, including the four that are managed and owned.

KCTH Now KVOC

KCTH Casper, Wyo., was granted permission by the FCC last Thursday to change call letters to KVOC. A new station, KVOC is licensed to *Natrona County Tribune* and is assigned 1230 kc with 250 w fulltime.

Both Sides

MUTUAL'S *Passport to Romance* had actor Craig McDonald talking to himself when another actor failed to show up in time for the April 19 broadcast. Mr. McDonald, already assigned to play one role, took over the second one too. Inevitably, the script called for the two characters to talk with each other, and there he was, holding a conversation with himself.

L. A. Music Ruling

WITH STATIONS refusing to employ musicians, Los Angeles Local 47, AFM, ordered members not to play remote broadcasts picked up by KIEV KFVD KFAC. Under union ruling, stations are required to hire at least one musician. With KGFJ and KWKW broadcasting night spot remotes where nonunion bands are employed, AFM ban is even more stringent. Members must not even work for those stations.

NABET Certified

NATIONAL LABOR Relations Board announced last Wednesday that the National Assn. of Broadcast Engineers & Technicians (NABET) had been certified as bargaining representative of employes engaged in maintenance and operation of technical equipment of Westinghouse Radio Stations Inc.'s outlets at Boston and Springfield, Mass. (WBZ and WBZA). Certification followed a consent election March 28-29 in which NABET received all of the 27 valid votes cast, NLRB reported.

Heller Decision

GEORGE HELLER was reaffirmed national executive secretary of AFRA at meetings of union's national executive board members in New York, Chicago and Hollywood last week, but with the provision he give up executive secretaryship of the New York local. Mr. Heller is to notify the board of his decision by July 1. If he chooses the local post, he will hold the national one as well until Jan. 1, 1947. Ray Jones, executive secretary in Chicago, is moving to New York as assistant national executive secretary.

WCAU Is Honored

PHILADELPHIA Chamber of Commerce and Board of Trade, for reported first time in its history, made presentation to a local station in awarding silver plaque to WCAU Philadelphia in appreciation of WCAU *Career Forum*. Series was cited as "an outstanding contribution to the future life of the community." Forum is designed for school youth, features Commentator Quincy Howe. Series takes summer hiatus.

Canada Election Results In Radio Group Changes

A PARLIAMENTARY Committee on Radio Broadcasting is to be appointed at Ottawa shortly after the Easter recess. The committee this year will consist of more opposition party members than in recent years, following last year's federal election. A new chairman is also expected to be appointed, as Dr. J. J. McNab, former chairman, is now Minister of Revenue and includes in his duties the former War Services Department under whose jurisdiction is the Canadian Broadcasting Corp.

The committee will also hear from Dave Dunton, recently appointed fulltime chairman of the CBC board of governors, as recommended by last year's Parliament Radio Committee. In addition to delving into the activities of the CBC the committee is also expected to discuss the status of FM, television and facsimile broadcasting in Canada and controls by CBC over these new developments in broadcasting. Private broadcasters through the Canadian Assn. of Broadcasters and their regional associations are also likely to appear as they have in other years. They will press for a more rapid development of plans and issuance of FM licenses.

Proetz Award Judges

EDGAR KOBAK, president, Mutual Broadcasting System, and Sidney Wells, art director of McCann-Erickson, New York, are among the five judges in the second Erma Proetz national award competition for creative advertising work by women. The announcement last week by Mrs. Herbert Cost, chairman, Women's Advertising Club, St. Louis, sponsoring the events, stated other judges are to be Walter Weir, president of Walter Weir Inc., New York; T. Lee Brantley, vice president and advertising director, Crowell-Collier Publishing Co.; and Helen Valentine, editor-in-chief, *Seventeen* Magazine, New York. Presentation will be made May 23 at a special dinner at the Jefferson Hotel, St. Louis.

WQAN Assignment

ASSIGNMENT of license of WQAN Scranton, Pa., as a result of the death of one of the three partners, William R. Lynett, is proposed in an application reported by the FCC last week. License would be assigned from *Scranton Times*, a partnership of three, to the same firm composed of the surviving partners, Elizabeth R. Lynett and Edward J. Lynett Jr., who would have one-half interests each. No money is involved. WQAN operates on 910 kc with 1,000 w day and 500 w night, sharing time with WGBI Scranton. Assignment is not expected to be subject to the Avco advertising procedure.

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

Sell the WEST'S GREATEST MARKET through KGER
LOS ANGELES plus LONG BEACH
MERWIN DOBYNS STATION
5000 WATTS • FULL TIME
NATIONAL REPRESENTATIVE
JOS. HERSHEY McGILLVRA, Inc.
New York Chicago San Francisco Los Angeles

In the UTAH Market
The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
For Full Details, Request Booklet B.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcers, commercial manager, program manager, engineer—technician, other station personnel, interested in financing and organizing company with intention in applying for construction permit for new AM and FM station. Good location. Box 152, BROADCASTING.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Wanted—Immediately—Announcer with solid voice for staff on progressive and well-rated Mutual station. New audience show starts soon so need is urgent for first class man. Air Express audition disc containing commercials, platter chatter, news and full particulars to Al Collins, Prod. Mgr., KALL, Salt Lake City, Utah.

Wanted—Announcer with first class operator's license. Must be very good announcer. Starting pay $60.00 per 34 hour week with substantial increases when you prove your announcing ability. Will pay moving expenses for permanent responsible man. Radio Station WINC, Winchester, Virginia.

Engineer—Needed immediately, must have 1st class license. Capable of supervising construction of new station. Preference will be given to veterans from the south. Salary adequate. Box 225, BROADCASTING.

Announcer—sports, news and general. Preference given to veterans without geographic consideration. Box 226, BROADCASTING.

Teacher of broadcasting technique wanted. College degree and practical radio experience essential. National Academy of Broadcasting, Inc., 1366 Irving St., N.W., Washington, D. C.

Announcer—NBC affiliate in delightful southern seacoast city has opening for top-flight announcer with successful experience record. Should be thoroughly familiar all phases of announcing and production. No beginners or floaters, please. Send complete outline qualifications including past and expected earnings, also voice recording, to Jimmy Woods, WSAV, Savannah, Georgia.

News-editor-newscaster. Veteran with midwest experience preferred. Above average salary. Supply complete details to Box 224, BROADCASTING.

Situations Wanted

Writer-Announcer. Veteran. Excellent knowledge radio technique. Network experience guest relations, script, writing, public service. Newspaper background. Conscientious, stable, ready, willing and able. Will go anywhere. Box 161, BROADCASTING.

Chief engineer desires change. Veteran with college education and 8 years experience in operation, maintenance, allocation and construction of both AM and FM. Single, 28. Will go anywhere. Highest references. Minimum $400. Box 164, BROADCASTING.

● **Will your station have "SUMMER COMPLAINT" because of vacation? Have you a special job your present staff is too busy to handle? Perhaps your programming needs reorganization — your production is a little uneven—announcing standards could be improved. A mature, long-experienced, organizer-writer-producer-newscaster-announcer, available June 1st to September 15th, for special jobs. In radio since 1924. New England preferred but will go anywhere to tackle an interesting problem. Box 196, BROADCASTING.**

Situations Wanted (Cont'd)

Program director—Veteran with progressive ideas for local program development—with emphasis on public service. Prefer station in community of 250,000 or greater. Five years station experience. Just out of uniform and eager to get going. Box 181, BROADCASTING.

Engineer—Studying law mornings; E.E. graduate (R.P.I.), telephone license (1st) 8 years. Available afternoons, nights, and weekends, New York or Brooklyn vicinity. Seeking permanent position where legal-engineering background is requisite. Box 183, BROADCASTING.

Veteran now managing southern local desires management new station southwest or west. Box 186, BROADCASTING.

Ex-serviceman. Five years radio. Local sales and production. Net announcing and engineering. Desire sales or production position in Washington, D. C. Single, age 26, excellent references, clean record, neat appearance. Box 187, BROADCASTING.

Announcer-operator. 2½ years experience. College graduate. First class license. Box 193, BROADCASTING.

Announcer—Experienced, married man desires permanent position announcing, sportscasting or both. Box 194, BROADCASTING.

Engineer, 15 years comprehensive operations and maintenance clear-channel station, seeks immediate association smaller station—established, under construction, or planned. Evening college, licensed phone first and telegraph first. Best references. 37, married. Box 195, BROADCASTING.

Announcer-writer, network quality voice, college training in journalism, advertising. Army radio experience. Seek station willing to invest in brief period of polishing a high degree of skill to highly professional luster. Single. Recordings available. Box 197, BROADCASTING.

Announcer—Veteran, 24, single, adept at sports. Eight months experience baseball, basketball, boxing, turntables, writing. Desire post with small station anywhere in country. Discs, good references available. Box 198, BROADCASTING.

Announcer—Experienced 50 kw and FM. 28, married, voice training. Will travel. Transcription available. Box 200, BROADCASTING.

Continuity director—Woman commentator of 5,000 watt NBC midwest affiliate desires west coast position, preferably southern California. Good radio background, college graduate, Radio Institute graduate—NBC recommendations. Box 201, BROADCASTING.

Salesman, 2 years radio, 14 years newspapers, 39, desires change. If I wasn't a salesman I could have put this in the minimum. Box 202, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager of small market station desirous of increasing earnings by moving to larger field. Fifteen successful years in radio. Present earnings approximate $6,000.00. Available mid-June. Box 203, BROADCASTING.

Producer—Specialist civic events, education, public service. Not actor, salesman, announcer. Network experienced, creative writer, exceptional background. Box 204, BROADCASTING.

Production—Now 50,000 watts network affiliate. Variety, musical shows, drama. College, thirties, married. $100 a week expected. Box 205, BROADCASTING.

Announcer—Two years staff experience. A-1 voice. Excellent references. Available in one week. Box 208, BROADCASTING.

Assistant to manager: Ex-Infantry officer, five years experience in market and listenership research, merchandising and sales promotion for top billing New York advertising agency and outstanding Regional Network. College graduate (AB) with years electronics training, 32, married and seeking permanent position with expanding AM-FM organization. Box 209, BROADCASTING.

FM broadcasters: Many new licensees creating personnel shortage. Act now. Program director with extensive FM and AM experience now available. Box 210, BROADCASTING.

Announcer—First class all around. Years background in local and regional operation. Will move for really good job. Box 211, BROADCASTING.

Announcer-producer. Three years experience: news, jockey, publicity. AFN chief announcer. Excellent NBC audition, March 1st. Interested station within 300 miles of N. Y. 25 years old, single. Box 213, BROADCASTING.

Chief engineer—Fifteenth year in radio, three War Department, six engineering executive; college degree in economics. Desire technical direction of large station or small station group; minimum $450. Will also consider management. Box 214, BROADCASTING.

Experienced 3 years—Announcer, sports editor, traffic and programming. Available immediately. College grad. Anywhere for worthwhile opportunity. Box 215, BROADCASTING.

Production manager—10 years' experience writing, producing and announcing radio programs; seek permanent station or agency position. Prefer east but will go anywhere. Married, age 26. William Riemer, 55 E. 10th St., New York City.

Veteran—first class phone license. Desire position operator-announcer small station anywhere U.S.A. One year phone experience Air Corps, operation-maintenance. Single, 26, student specialized broadcast. C.R.E.I. Details on request. Andrew Romanisky, 930 East 218 St., Bronx 67, N. Y.

Chief engineer, 28 years experience Navy radio including AM, FM, radar. First class license. Member Institute of Radio Engineers. Last three years faculty Navy Radio Technician's Training Program. Interested permanent position medium or small city. P. O. Box 63, Del Monte, Calif.

News editor—B. A. two years on spot news desk of New York wire service. Experienced in rewrite, cables, foreign news coverage. Wants position in Los Angeles area. References. San Paul Novit, 106 N. Kingsley, Los Angeles 4.

Radio Engineers Wanted

for Immediate Employment

College degree essential, supplemented by active engineering experience. Salary commensurate with training and experience. Company displays 5-star "E" flag. Is small enough to assure recognition and promotion to qualified men.

Write J. E. Richardson, including résumé of training, experience and personal history.

Air-Track Manufacturing Co.

A Division of Aerodynamic Research Corporation

5009 Calvert Road • College Park, Md. • WArfield 9200

Situations Wanted (Cont'd)

Available—Qualified announcers, engineers, copywriters. Radio's Reliable Resources, Box 413, Philadelphia 5.

Hold first class radiotelephone issued 1942. Desire employment in the middlewest although not necessary. Am married, age 23. Four months broadcast experience 5 kw station. John C. Pomeroy, 602 Braddock Ave., Daytona Beach, Fla.

People say I'm conservative in my salesmanship presentation, and it's true. I'm not a high pressure salesman, but my background of sales spells only success. Are you looking for a young man who would join your staff and work like a quiet beaver. B. C. Moses, 5525 Ridgedale Ave., Dallas 6, Texas.

Young married veteran desires position as script-continuity writer. Experienced writer, announcer. Now available. Jerry Ingwersen, 7530 Merrill, Chicago, Ill.

How did you get started? Lt., degree from Syracuse U., Journalism, seeks position script-writing for small radio station. About to be discharged after 5 years Army. Definitely talented. Box 167, BROADCASTING.

Veteran—Sports announcing my specialty. Baseball, basketball, football, etc, Will go anywhere. Married, age 24. Box 150, BROADCASTING.

Announcer—Veteran, 22, single, experienced 1 kw commercials, news, record shows, and control board. Transcription and references on request. Box 157, BROADCASTING.

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.

Contact W. T. FREELAND
611 Baronne St.
New Orleans 13, La.
Raymond 4756

SECRETARY WANTED

Unusual opportunity with excellent starting salary for young woman 3-5 years minimum experience as secretary to station manager. Diversity of station operation experience helpful. Write

THE FRED A. PALMER CO.
Station Management Consultants
Union Tr. Bldg., Cincinnati 2, Ohio

AVAILABLE IMMEDIATELY

Station Manager or Sales Manager. Proven record backed by best of references. 39 years old, married, over 16 years in the business. Will locate anywhere with anyone offering sound proposition. Box 199, BROADCASTING.

FOR SALE

45% interest in prosperous midwest network affiliate.

BOX 212, BROADCASTING

Woman Writer—Commentator

Four years in radio as announcer, women's director and writer, College graduate. Young, single. Will go anywhere. Starting salary $75.00 weekly. Box 220, BROADCASTING.

● **Young executive, ten years experience—station, networks and agency. Interested in managerial capacity. Prefer smaller station with opportunity for investment. Box 221, BROADCASTING.**

Situations Wanted (Cont'd)

Sales—Midwest,east. 10 years comprehensive radio. Age 33, family. Box 223, BROADCASTING.

Announcer—Pleasing voice with sales appeal. Background: CBS Chicago; WXYZ Detroit. Also on several network dramatic shows. While in Army acted, announced and produced shows on AFN. Have handled news, sports and special events. Ambitious, cooperative. Excellent references. John Cannon, 1309 South 11 Ave., Maywood, Ill.

Young woman—3 years' radio experience, programming, announcing and traffic—NBC affiliate. Graduate of Northwestern Summer Radio School. Excellent reference. Available June 1st. Box 216, BROADCASTING.

Newscaster—Not "wartime - quantity". Single, 25 years old. Top quality editing, writing; excellent air-work. Box 217, BROADCASTING.

Let's cut the bull. 25 year old, single, 5 year experienced announcer, wants to accept program directorship. Will offer: top work coupled with human dignity and integrity. Will ask: straight-forward position with, "no bull" attached. Your gain as well as mine. Most employers will not be interested: "no bull" requirement too demanding. Think it over. Box 218, BROADCASTING.

Ex-serviceman; 27 years—married with one child presently employed as chief announcer 5 kw. Desires position as program director or news editor. Preferably with progressive new station. Box 219, BROADCASTING.

Two man package—ad-lib, m.c. and scriptwriter. Platter chatter M. C. metropolitan experience 4 years, best references, proven letter pull personality and sales stimulator. 3 daily shows highest listening in present area. Scripter versed in all types of radio writing. Veteran, 27, stable, imaginative. Box 184, BROADCASTING.

Announcer - Writer. Veteran. Straight commercial announcing. Excellent newscaster. Six years midwest experience, plus Army radio service in Europe. Will go anywhere. Charles W. Robbins, 4550 N. Figueroa St., Los Angeles 31.

For Sale

One RCA TMV—129B V-cut crystal and holder, Serial No. 1255, calibrated for 1200 kc and used only 5 days. New cost $55.00—shipped prepaid $30.00. Box 206, BROADCASTING.

For sale—Best offer takes a Western Electric 23-A studio console, complete with two sets of tubes. Immediate delivery. WSAR, Fall River, Mass.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willat, 1414 N. Harper Ave., Los Angeles 46, Calif.

Six new General Electric 833A tubes. One Westinghouse type NX 0 to 15 amperes R. F. Ammeter with thermocouple. One RCA type TMV-129-B Crystal — frequency 1420 kilocycles. WGOV, Valdosta, Ga.

Western Electric 6B, 1 kw transmitter including plate and filament supplies. Best offer. Box 222, BROADCASTING.

Wanted to Buy

Wanted: Local station, preferably Texas, Oklahoma, New Mexico or Louisiana. Box 207, BROADCASTING.

Five kilowatt transmitter—Pillar of Fire, Zarephath, N. J. or Denver, Colo.

Field intensity meter and RF Bridge, KSAN, San Francisco.

2 RCA Universal pickup kits, type MI 4875-C. Wire or write best price to Paul Lindsay, Chief Engineer, WHEB, Portsmouth, N. H.

Miscellaneous

Have funds to invest with other interested parties in forming organization to apply for construction permit for new AM and FM station. Box 151, BROADCASTING.

Ruling Set for Fall On WOKO Renewal

Certiorari Granted FCC by U. S. Supreme Court

WHETHER the Communications Act authorizes the FCC to deny a license renewal solely on the grounds of concealed ownership of minority stock will be determined by the Supreme Court next fall.

The court last Monday granted the Government certiorari in the license revocation of WOKO Albany, N. Y., a short time before Chief Justice Harlan Fiske Stone was fatally stricken and escorted from the bench. The case was set for oral argument in the October term.

Because Sam Pickard, former Federal Radio Commissioner and one-time CBS vice president in charge of station relations, owned a 24% stock interest in WOKO which was not disclosed, the Commission refused to renew the station's license. Dempsey & Koplovitz, Washington law firm, took the case to the appeals court, won a reversal of the Commission's decision [BROADCASTING, Jan. 28]. In March the FCC filed for writ of certiorari [BROADCASTING, March 25].

FCC Contention

The FCC contended the appeals court erred in holding that the Commission should take into consideration the station's 15 years of public service, that the court erred in holding the FCC could not deny a license renewal on the ground of false statements, and that the appellate court improperly required the FCC to take into consideration the effect of a denial of an application for renewal of license upon the value of the property used in operation of the station.

In a reply brief WOKO, through Dempsey & Koplovitz, denied that the appeals court decision placed limitations on the Commission's licensing authority. The brief contended also that the FCC misinterpreted the Court of Appeals decision [BROADCASTING, April 15].

WOKO is operating on special temporary authorization pending the Supreme Court ruling.

ZBM to ABC

ZBM Hamilton, Bermuda, May 12 becomes ABC basic supplementary station. Owned by Bermuda Broadcasting Co., and managed by Cole E. Wylie, station operates full time with 250 w on 1240 kc.

Emile Gough Resigns

EMILE GOUGH has resigned from the New York staff of SESAC. He plans extended vacation trip to the West Coast to see his son. Mr. Goff formerly was with Hearst Publications for 20 years, at first as an editor and later as executive vice president of Hearst Radio, where he assembled and operated 10 stations across the country.

FARM DISC PROGRAM PLANNED FROM D. C.

Mr. Gay

Miss Harris

PLANS for a new transcribed farm program, *Agricultural Washington*, were announced last week by Charles F. Warden, chairman of the Public Relations Commission, Washington, and secretary of the American Public Relations Assn. Designed to attract urban as well as rural listeners, the program will feature dramatizations, interviews and forums in addition to straight news and commentary.

Connie B. Gay, former writer-commentator on the *National Farm and Home Hour* and Washington reporter on the Billie Burke show, *Fashions and Rations*, is resigning his post as assistant to the president of Commodity Credit Corp., U. S. Dept. of Agriculture, to be mc of *Agricultural Washington.* He is former farm program director of WPTF Raleigh, N. C. Bliss Harris, writer and broadcaster and former director of women's programs for KVOO Tulsa, WLW Cincinnati, and WBAL Baltimore, is director of home activities for the show. Wayne Darrow and Porter Hedge of Farm Reports Inc., editors of *Farmletter* and other farm news and radio services, are serving as consultants.

Wester in Hollywood

CARL WESTER, head of Carl Wester & Co., Chicago producer of General Mills programs, is in Hollywood to establish West Coast offices. John Taylor, chief daytime radio supervisor of Dancer-Fitzgerald-Sample, New York, has resigned that post to join Carl Wester & Co. on June 10 as executive producer. He will headquarter in Hollywood.

KSWO to MVN

KSWO Lawton, Okla., April 22 became affiliated with Mississippi Valley Network, according to announcement by John Boler, MVN president. KSWO becomes sixth Oklahoma station to carry MVN's *Town and Country* early morning program.

Robin Hood Switch

INTERNATIONAL MILLING Co., Minneapolis (Robin Hood flour), May 6 moves *The Peabody's*, quarter-hour five-weekly family-type show, from WGN to WLS Chicago in order to reach farm audience. Contract is for 52 weeks. International also has added WLBZ Bangor, Me., and WMT Cedar Rapids, Iowa, to program's station list, bringing total to 35 stations.

CCNY Awards Presented On Program Broadcasts

CCNY awards for four programs were presented during their broadcasts last week. On Monday Dr. Robert A. Love, director of extension of the college's School of Business and director of the school's Conference on Radio and Business being held this week at the Hotel McAlpin, New York, made the presentation to WHN New York for its *Author Meets the Critics* series which was adjudged "the most effective institutional sponsored radio program developed by a clear channel station." On Thursday Dean Thomas L. Norton made the award to ABC for its outstanding promotion of *America's Town Meeting of the Air* on that program. Saturday afternoon, Dr. Love was scheduled to give CBS an award for its development of *Assignment Home*, considered outstanding in the network public service field. And on Sunday Dr. John Gray Peatman, associate dean of CCNY, was to appear on *Exploring the Unknown* on MBS to give an award to St. Georges & Keyes for "the most effective institutional sponsored network radio program developed by an advertising agency."

OICA Is to Discontinue Office in San Francisco

OFFICE of International and Cultural Affairs, which for more than four wartime years operated as the Office of War Information, will close its San Francisco office some time after June 30. Broadcasts to the Pacific thereafter will originate in New York. The OWI, which during the peak years of the war employed more than 900 persons in San Francisco, now has 390 workers. At least 60 of these, mainly translators and writers, will be dismissed soon.

In addition, the status of about 50 aliens working for the agency remains under question. Whether or not they will be deported is a matter for the State Department to decide. Those involved are of Japanese, Chinese, Malayan, Siamese and Indo-Chinese origin. Within three weeks all Japanese language broadcasts will be discontinued. After the discontinuance the broadcasting will be done from Japan under direction of Gen. Douglas MacArthur.

Form New Agency

DAVID R. FENWICK, vice president and general manager of Lockwood-Shackelford Co., Los Angeles, has resigned and with Lloyd W. Dunn, former vice president of Rickard & Co., New York, has formed new advertising agency under name of Dunn-Fenwick & Co. Firm is located at 4015 Wilshire Blvd., Los Angeles. In addition to handling its own accounts, new firm will service those of Rickard & Co. on the West Coast.

WCAU Quits Low-Band Video Field

Six Other Television Applications Are Dismissed

NEW IMPETUS was given the CBS campaign for color television last week when WCAU Philadelphia served notice that it is abandoning the low-frequency black-and-white field. Meanwhile, the number of actual drop-outs for all reasons mounted to 39 with the withdrawal of six others.

Dr. Leon Levy, president of WCAU, announced Thursday that the station had petitioned FCC for withdrawal of its application for low-frequency black-and-white television in favor of a new application for high-frequency color, and that it soon will demonstrate CBS full-color video in Philadelphia using coaxial cable to pipe CBS telecasts from New York.

Black-and-White Obsolete?

"Our engineers and executives, closely following development of television from infancy through wartime research, now contend ultra-high-frequency color television has reached a point rendering black-and-white television obsolete. As broadcasters, it is difficult for us to envisage a successful television service in present black-and-white on any substantial scale in face of devastating comparison with the color pictures we have seen," he declared.

Dr. Levy and his brother, Isaac D., own WCAU, a CBS affiliate, and both own stock in CBS and are members of the network's board of directors.

He contended that "from an economic viewpoint, it is possible that low-frequency black-and-white stations, although designated as 'commercial' stations, may never operate at a profit. Low-frequency black-and-white broadcasting may therefore continue throughout its existence as a purely experimental enterprise from a commercial point of view."

"It is our hope," Dr. Levy said, "that as in aural broadcasting, WCAU's organization will be part of a national network. The dramatic and highly successful achievement last week transmitting color television 450 miles by coaxial cable guarantees there can be no delay in providing technical means for formation of color television networks which, in our opinion, will sweep the field. That's why, without losing any more time, we're swinging to color and making these arrangements to demonstrate the beauty and practicability of color television to the people of Philadelphia.

"CBS has done a magnificent job of development and we intend to start showing fruits of their work as soon as AT&T makes some necessary adjustments on its coaxial cable facilities, which will permit us to pipe CBS programs from New York."

WCAU's withdrawal, added to the six announced by the Commission last week, would be the 40th—about one-fourth of the approximately 150 low-band video applications originally filed. The campaign for CBS color and the cost of establishing and operating television stations have been cited in the past as reasons for many of the withdrawals [BROADCASTING, March 25].

Harrisburg Considers Color

One of the six whose applications were dismissed last week, Keystone Broadcasting Corp., Harrisburg, Pa., specifically attributed its withdrawal to a desire to give further consideration to color video prospects. The drop-out leaves no applicant for television at Harrisburg. WHP Harrisburg had applied but withdrew after the two applications had been scheduled for hearing.

The WFIL Philadelphia application was withdrawn with the explanation that the *Philadelphia Inquirer*, now owner of WFIL, already has an application for a Philadelphia video station on file. Nine of the original 11 applicants for the four metropolitan video channels assigned to Philadelphia remain.

Joseph M. Zamoiski Co. was granted dismissal of its Baltimore application, leaving, according to FCC sources, only A. S. Abell Co., publisher of the *Baltimore Sun*, remaining out of five original applicants. Zamoiski said its withdrawal was based on changes in conditions. Baltimore has been assigned three channels.

Other voluntary withdrawals announced by the Commission included applications of Capitol Broadcasting Corp., Indianapolis, cutting the number of applicants there to three of the original four, and United Broadcasting Co. at both Columbus and Akron, Ohio, leaving no video applicants for Akron and only one, the Crosley Corp., for Columbus.

Grandpa's Debut

"I'M FULL of fun and mischief," bragged 107-year-old Grandpa John Martin when he made his air debut on WBIG Greensboro, N. C. Grandpa appeared on Bob Jones' early morning show, *Groans by Jones*, with a three-year-old who called herself "Thithter." She was Grandpa's date because he said he wouldn't come to the studio unless he had a "date with a pretty girl."

GE Reports Loss

A QUARTERLY dividend of 40 cents a share was paid on common stock last week by General Electric Co., although the company reported a net loss of $13,701,580 (47 cents a share) during the first quarter due to the strike which closed its principal plants for nine of the 13 weeks, President Charles E. Wilson announced Thursday. The first quarter's net loss compared with a $11,762,662 profit (41 cents a share) for the same quarter of 1945. Net sales billed in the first three months this year totaled $60,426,744 as against $309,766,472 in the first quarter last year. Final figures for 1945 have not been completed but Mr. Wilson said it appeared that 1945 net income exceeded 1944's $50,845,719.

Names Wenland

FRENCH VENEER MANUFACTURING Co., Hollywood (furniture, silver polish), has appointed Adolphe Wenland & Assoc., Los Angeles, to handle advertising, and on April 29 starts sponsoring a six weekly quarter hour recording musical on KFVD Los Angeles. Contract is for 52 weeks. Other Southern California radio is planned.

ERNST TELLS NEED FOR NEWS FREEDOM

MAN's hope for peace depends upon a free flow of thoughts throughout the world, Morris L. Ernst, attorney and writer, said at a luncheon meeting of the Press and Radio Chapter of the American Veterans Committee April 24 in New York.

Deploring the trend within the U. S. toward centralization of radio, the press and motion pictures in the control of comparatively few large companies, Mr. Ernst declared this trend was "in the direction of the Marxists." It is, he said, "devitalizing the grass roots." "Fewer than 200 corporations, through a handful of advertising agencies, can monopolize the air," he said. "In 100 cities, the only newspaper owns the only radio station."

Mr. Ernst saw danger in governmental domination of the minds of the people through official commissions or agencies which would regulate the distribution of news and information. The public, he said, can be properly informed only through radio, press and other means of communication which accurately reflect varieties of opinion.

Robert St. John, NBC commentator, said he was convinced "the American public is bewildered and hungry for the truth about all subjects."

Elected Officers

ALSO CHARTER members of Ashland, Ky., Humane Society, three staff members of WCMI Ashland have been elected officers of newly formed organization. Manager Joseph M. Matthews is member of board of directors, Commercial Manager Charles Warren is a director and first vice president and Program Director John Fell is treasurer.

TO COVER Idaho's HIGHEST PER CAPITA Market...
Use KID
5000 WATTS
IDAHO'S MOST POWERFUL STATION
IDAHO FALLS
JOSEPH HERSHEY McGILLVRA, Inc.
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An All-Time Favorite

YOU ARE MY SUNSHINE

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580 Fifth Ave., New York 19, N.Y.

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

COME AND GET IT says... MR. REDDY CASH
The only regional between Dallas, Shreveport and Houston.
—KFRO influences buying habits of 500,000 people.
• American
• Mutual
KFRO
LONGVIEW TEX

Milestones in Broadcasting

HONORED with gold lapel pins in recognition of 10 years or more service to station are these members of KOIN Portland, Ore., staff (l to r seated): Walton McKinney, music librarian; Ruby Carr, sales secretary; Ted Cooke, program-production manager; Camille Halton, traffic department; Walt Stewart of *KOIN Klock* program; (standing) Robert E. Hartzog, control room supervisor; Lester A. Halpin, news editor; Del Chance, account executive; Paul Nichols, assistant control room supervisor. KOIN Ten Year Club membership now totals 24.

WSPD
On The Air A QUARTER CENTURY
WSPD — YESTERDAY
WSPD — TODAY
1921 — 1946

WINDOW DISPLAY of early and modern radio equipment is being used by WSPD Toledo, Ohio, to announce station's twenty-fifth anniversary. Promotion photos of personalities and features are incorporated. WSPD representative, The Katz Agency, New York, has prepared brochure titled "1300 Weeks Across the Board" for distribution to the industry.

TENTH anniversary of "Murphy Jamboree," portion of the WLS Chicago *National Barn Dance*, sponsored by Murphy Products Co., Burlington, Ia., was celebrated April 20 by attendance at broadcast of Jim Murphy, president of Murphy Products Co.; Walter Wade, president of Wade Adv., Chicago, agency handling account; Jack Holden, WLS chief announcer, and Harold Saffor, WLS program director. All have worked on the show since 1936. Sponsor has used WLS continuously since 1931.

Eleven years of continuous weekly broadcasts of the *Ave Maria Hour*, produced by the Franciscan Friars of the Atonement, Graymoor, Garrison, N. Y., was marked April 28. Program currently is carried by approximately 150 U. S. and Canadian stations as well as by AFRS outlets in Canal Zone, Japan and Aleutians.

KNOWN to listeners of KFH Wichita, Kan., as the "Dutch Uncle," Ralph S. Hinman (at desk) was interrupted during his 300th weekly broadcast by representatives of local business organizations who congratulated him on event and expressed appreciation for his public service series of frank expositions of rackets and false advertising. Cake bears 300 candles.

Standards Bureau Unifies All Radio

Dr. Dellinger Will Head New Research Laboratory

ALL RADIO activities of the Bureau of Standards, except ordnance development, will be merged in a new division to be designated the Central Radio Propagation Laboratory, according to Dr. Edward U. Condon, Director of the Bureau. In charge will be Dr. J. Howard Dellinger, pioneer radio scientist now head of the Radio Section, which is abolished. Dr. Newbern Smith becomes assistant division chief.

Many radio activities of the military services, Carnegie Institution of Washington, FCC and other U. S. agencies, and private industry will be consolidated in the new laboratory, which will work with the advice and guidance of the Radio Propagation Executive Council.

Emphasis will be placed on ionospheric and tropospheric propagation research. A large part of the expiring Radio Section's activities was devoted to the Interservice Radio Propagation Laboratory of the Joint Communications Board, Joint Chiefs of Staff. This laboratory developed research methods for study and forecasting of conditions in the ionosphere based on data obtained from a chain of stations throughout the world.

Wartime Aid

From the findings came predictions of communication conditions as long as three months in advance. These forecasts were widely used during the war by Allied forces, governmental agencies and communication companies. Some of the stations were operated by the Army and Navy and others under contract for the National Defense Research Committee. The Bureau had a station at Sterling, Va.

New sections will be set up to handle basic ionospheric research, basic microwave research, regular propagation services, frequency utilization research, experimental ionospheric research, experimental microwave research, regular propagation measurements, ionospheric measurement standards, microwave measurement standards.

Joined in 1907

Dr. Dellinger joined the Bureau in 1907 and was named Radio Section chief in 1919. He received his Ph.D. from Princeton U. in 1913 and Sc. D. from George Washington U. in 1932. He is past president of IRE and recipient of its Medal of Honor. He has represented the United States at numerous international radio and telecommunications conferences.

Dr. Smith is a graduate of U. of Pennsylvania with Ph.D. and has achieved wide recognition for his work on determination of radio propogation conditions from ionosphere data.

WMT Plow-Fest

CROWD of 10,000-15,000 persons was expected to witness National Clean Plowing Contest April 27, sponsored by WMT Cedar Rapids, Iowa, in cooperation with the Benton County Farm Bureau. Tying in with Corn Borer Control Week, sponsored by Iowa Agricultural Extension Service, contest presented awards totaling $1,000.

COHEN ACTING CHIEF OF CARRIER DIVISION

HAROLD J. COHEN, chief rate counsel of the FCC, has been named acting assistant general counsel in charge of the Law Dept.'s Common Carrier Division, the Commission announced last week. The appointment followed selection of Benedict P. Cottone, former assistant general counsel, to be acting general counsel when Rosel H. Hyde was advanced to a commissionership [BROADCASTING, April 22].

Mr. Cohen's appointment was announced in a memorandum, released by the FCC, from Mr. Cottone to FCC staff executives and members of the Common Carrier Division. The memorandum, dated April 18, was released April 24.

A native of Indianapolis, Mr. Cohen, 33, first served with the FCC on the special telephone investigation staff from 1936-38, then was employed in the general counsel's office, Railroad Retirement Board, from 1938-41. He returned to the FCC in 1941 and has served in the Common Carrier Division since that time except for 13 months in the Navy in 1944-45, during which time he was in Navy Radio Technicians School. Upon discharge from the Navy as a seaman first class in June 1945 he returned to the FCC. He has been chief rate counsel since 1944.

Mr. Cohen was graduated from Harvard College in 1932 and Harvard Law School in 1935. He married Rena Alpert of New York City in 1937. They have two children, Diana, 4, and Andrew, 2.

WTSB Opens May 1

WTSB Lumberton, N. C., a new fulltime 250 w station on 1340 kc expects to begin a regular broadcast schedule on or about May 1. Station is owned by Robeson Broadcasting Corp., with Dr. E. L. Bowman, president; J. A. Sharpe, vice president; Jack Pait, vice president; O. C. Norment, secretary-treasurer. Paul Moyle, formerly of WFNC Fayetteville and WCNC Elizabeth City, N. C., is general manager. Francis Elliott, who was with WAAT Newark and WPTF Raleigh, is program director. William F. Rogers, former engineer with WCNC, is chief engineer. WTSB will be a Mutual affiliate.

At Deadline . . .

MICHAEL R. HANNA ELECTED NAB 2D DISTRICT DIRECTOR

MICHAEL R. HANNA, general manager of WHCU Ithaca, was elected NAB director representing District 2 Friday afternoon at the concluding session of district's two-day meeting in New York (story on page 20). Kolin Hager, WGY Schenectady, refused to be candidate for reelection. Group adopted three resolutions, challenging FCC's "unwarranted assumption of authority" over programming in issuing Blue Book and authorizing NAB to take whatever action is necessary to combat this threat to freedom of speech; pledging greater support of BMI by more use of BMI music in program schedules; lauding successful completion of Justin Miller's first six months as NAB president.

Commenting on Lea Act and its probable results, Mr. Miller said Joseph Padway, AFM counsel, had told him the union would go after advertisers and agencies whom they consider outside the province of the act, and that subsequently Mr. Padway had announced union's intention to test act's constitutionality.

TELFORD TAYLOR, FCC general counsel on leave to Army, Friday confirmed by Senate to be brigadier general. He'll succeed Supreme Court Justice Robert H. Jackson as chief of prosecution in Nazi war trials at Nuremberg.

AFM GETS INCREASE

NEW CONTRACT providing total wage increases of $2,000,000 a year signed by American Federation of Musicians and eight motion picture companies late Friday. James Caesar Petrillo, AFM president, said union obtained wage boost of 33% instead of 100% originally demanded. Contract is retroactive to April 1, specifies two weeks vacation with pay for employes of eight major companies. Vacations not provided in former contracts.

FOLLOWING Friday meeting of Radio Committee of American Civil Liberties Union with an advisory committee from broadcasting industry, Roger Baldwin, ACLU president, issued a statement "endorsing in general" FCC Blue Book report, which will be considered by ACLU board at a meeting today.

MILLER VS. SIEPMANN

BLUE BOOK battle royal was waged Friday afternoon at NAB 2d District meeting when President Justin Miller parried points raised by Charles A. Siepmann, Blue Book author, and shot back series of telling blows. Mr. Siepmann said broadcasters misunderstand FCC, which "always acts in default of action on the part of the industry." They now have yardstick of what FCC expects, he said.

Mr. Miller said any American institution could be indicted if one-sided picture were given; that no court would ever accept such a one-sided report; that FCC has misrepresented opportunities radio offers man with $8,000 or $10,000 and if many of them take Blue Book seriously there will be many bankruptcies and lot of ill-feeling against FCC. He said radio must fight violations of freedom of speech and urged broadcasters to do their own improving without acceding to FCC's claimed right to compel them to do specific programming or other job. At end he was wildly cheered several minutes.

Discussion was launched by Bruce Robertson, New York editor of BROADCASTING.

FCC MAKES FINAL DECISIONS ON WASHINGTON VIDEO

ORIGINAL proposals of channel assignments for Washington television stations made final by FCC in decision late Friday. Commission granted channel 4 to NBC, channel 5 to Allen B. Du Mont Labs., channel 7 to Evening Star Broadcasting Co. (WMAL), and channel 9 to Bamberger Broadcasting Service (WOR).

Lower channels were given NBC and Du Mont, Commission said, to enable television to begin operations in Washington as soon as possible. Both companies, it pointed out, will be in position to start early as they have transmitting equipment for the channels assigned.

Denying argument of *Evening Star*, which protested assignment, that receivers for lower channels will be available earlier than sets for higher channels, Commission expressed opinion that sets for all television stations will be on market at about the same time.

SPONSOR FULL BALL SCHEDULE

MARKING first time complete home and away schedules of a major league baseball club have been broadcast on a remote basis, Willard Schroeder, WINS New York general manager, completed arrangements with Larry MacPhail, president of New York Yankees. Sportscasters Mel Allan and Russ Hodges and station engineers travel to all other seven American League parks for play-by-play descriptions under sponsorship of General Cigar Co., New York (White Owl cigars) and Pabst Sales Co., Chicago (Blue Ribbon beer).

NEW NEILSEN AUDIMETER

NEW type of Audimeter to measure AM, FM and television simultaneously being developed by A. C. Neilsen, Chicago research firm, for its radio index. Device will be installed when enough sets are in use to warrant a sample, according to Arthur Nielsen, firm head.

DIATHERMY CONFERENCE

ENGINEERING conference to discuss proposed standards for diathermy called Friday by FCC for 10 a.m., May 9. George P. Adair, FCC chief engineer, will preside. FCC has allocated 13.66 mc, 27.32 mc and 40.98 mc for diathermy. FCC also announced Board of War Communications rescinded Orders 96-96C requiring registration of diathermy equipment.

EDWARD M. KIRBY, public relations consultant and former head of Army Bureau of Public Relations Radio Branch, on Thursday became father of a girl, his second daughter. Baby born at Washington's Doctors Hospital.

Closed Circuit

(*Continued from page 4*)

new book titled: "The Radio Station: Management, Function, Future," written by Jerome Sill, ABC O&O sales department research specialist. Publisher: George W. Stewart Inc., New York.

WARTIME rule of FCC, 91-C, by which stations have been allowed to use restricted technical personnel, likely will be modified or killed. Latter course would not be surprising since unions claim shortage of technical operators, acute during war, has eased. Unions accepted 91-C when they couldn't supply operators, but now object to use of restricted and combination personnel.

TWO LOCAL station men may cover "Crossroads" alongside net correspondents. They are Austin Fenger, News Editor of KSFO San Francisco and A. J. Mosby, owner of KGVO Missoula, Mont.

WITH EYE toward development of television, Bamberger (WOR) has assigned another bright young man to study visual art. Dave Driscoll, director of news and special events, will double in brass, as Bamberger whips into shape plans for new Washington television outlet. To relieve Driscoll of some of news load, Bob Wood, erstwhile CBS Washington news chief, has been retained as news manager (see story page 30).

RADIO'S plea for relief from crippling construction ban of Civilian Production Administration slated for high-level consideration this week. Though CPA still flounders in organizational details of building order Washington headquarters lends sympathetic ear to projects with public service aspect, especially when small quantities of critical materials are involved.

Shortwave Stations Returned to Lemmon

WALTER S. LEMMON, president of WRUL Boston and four other international shortwave outlets owned by World Wide Broadcasting Corp., Friday won his fight for return of stations when Board of War Communications rescinded Order 24, adopted Nov. 4, 1942, seizing WRUL WRUS WRUW [BROADCASTING, Nov. 16, 1942]. WRUA and WRUX subsequently were placed in operation.

Mr. Lemmon had petitioned State Dept. for return of stations [BROADCASTING, March 18]. Last week he announced he had petitioned BWC for immediate release of stations from Government control. According to State Dept. officials, however, Government still has contract with World Wide Foundation to operate stations until June 30.

When Government asked for shortwave outlets after outbreak of war, all licensees made voluntary agreements except World Wide. After African liberation move, BWC adopted Order 24, closing stations effective at 3:30 p.m. Nov. 5, 1942, immediately ordered stations turned over to OWI and OIAA.

Later Mr. Lemmon entered into voluntary agreement with OWI, pre-dating agreement to become effective prior to seizure order, according to State Dept. officials who said Friday that other six licensees—CBS, NBC, Crosley, General Electric, Associated Broadcasters and Westinghouse—have volunteered to extend agreement for Government programming beyond June 30.

FCC Commr. E. K. Jett, member of BWC, said revocation of Order 24 means that WRUL and sister stations revert to prewar status, subject to peacetime regulatory measures of FCC. World Wide licenses expire June 30.

VARIETY'S "How to run a radio station"

"SUSTAINING PROGRAMMING"

Supplementing 16 years of CBS "School of the Air", KMBC's own "Schoolhouse Series" of five quarter-hours weekly!

Successor to KMBC's award winning "White Car" traffic safety series, "On the Scene" heard in Class A time!

KMBC's "Big Brother Club" of over 30,000 youths meets Mondays through Fridays — fostering good citizenship!

KMBC'S
SAM MOL
also on Oregon St
and Broadcastin
ARMED FORC

Station with its full-time sports authority makes play-by-play remotes of highlight events throughout the region!

award testifies on eve of KMBC's 25th

"LOCAL LIVE SHOWS"

Ten daily newscasts originate from KMBC by qualified newsmen (all Journalism graduates) with A.P. and U.P. wire services!

Farmcasts direct from KMBC's own "Service Farms"—and marketcasts from studios in Kansas City livestock building!

Middlewest's top radio-stage show, "Brush Creek Follies", now in 9th successful season of Saturday night hoe-downs!

Graduate home economist acts as "Food Scout" and conductor of KMBC's "Happy Kitchen"—pioneer radio food programs!

year as to one broadcaster (among many,

"PUBLIC ISSUES DISCUSSIONS"

Legislators present viewpoints on "Open Hearing", successor to "Congress Speaks", both carried by KMBC in the Heart of America!

Farm programming in Class A time—"County Neighbor" brings farm experts and typical farmers to pass on their know-how!

Inquiring thought furthered by KMBC's own Sunday round table with over 1000 heard from all walks of life in past seven years.

"People's Platform", since its inception, has occupied preferred time and contributed strongly to KMBC's survey leadership.

we'd say!) serving in the public interest.

KMBC-FM

KMBC

FREE & PETERS, Inc.

OF KANSAS CITY

SINCE 1928 – THE BASIC CBS STATION FOR MISSOURI AND KANSAS